CONSUMER INTENTIONS

TO BUY A HOME

Halifax

A Look at Tomorrow's Customers Today

CMHC SCHL

HOME TO CANADIANS
Canada

CONSUMER INTENTIONS TO BUY A HOME

A look at tomorrow's customers.... today

Halifax

December 1999

Canada Mortgage and Housing Corporation

Consumer intentions to buy a home in Halifax: a look at tomorrow's customers ... today.

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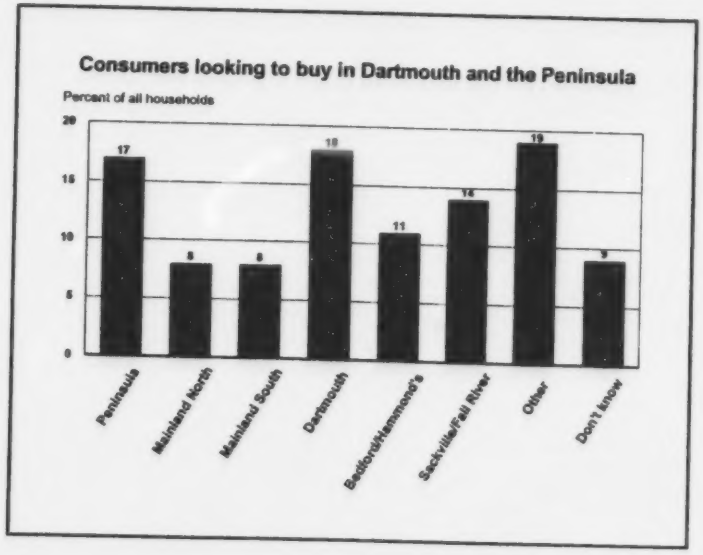
Highlights

Demand for homes will be strong in the year 2000

- Almost 1 in 10 households are in the market to buy a home in the next year. This represents approximately 12,000 Halifax households, including 7,800 (6.1%) who are *ready to buy* now and another 4,100 (3.2%) who are *looking to buy* soon.
- Although overall demand is similar to last year (9.5% for 1999 compared to 9.3% for 2000), more households are *ready to buy* this year (6.1% for 2000 compared to 5.6% for 1999). This represents an additional 650 households who are ready to buy.



- Buyer interest is strongest for homes in Dartmouth (18%) and Halifax Peninsula (17%).
- Buyer interest is also strong in Sackville/Fall River (14%) and Bedford/Hammond's Plain (11%).
- Comparatively fewer buyers are intending to buy in Mainland North (8%) and Mainland South (8%).
- Buyer interest is also strong for areas outside the urban/suburban core, as 19% of buyers are looking at other areas within the Halifax Regional Municipality.
- The demand for new homes will be strong, with 35% of potential buyers looking for a new home.
- Approximately 55% are looking for resale homes while 10% are not sure.

Modestly priced, entry level homes make up the largest part of the market

- Demand for homes is highest among renters - 59% of home purchase intenders currently rent their dwelling.
- A majority of potential buyers (57%) are looking for homes priced under $125,000, including 30% who are looking in the $100,000 to $125,000 price range.
- Over half (55%) of those ready to buy now have household incomes of $60,000 or less.
- Among current homeowners, 68% are looking to move up and pay more for their next home. One in five owners (20%) are looking to pay less for their next home.

Key homebuyer market statistics

Local demand for housing in Halifax will continue to be strong in 2000. The results of this consumer survey confirm the forecasts of the local housing and real estate industries that 2000 will be a successful year for home sales. Overall demand estimates are similar to 1999, although more prospective buyers are indicating they are ready to buy now. Demand for larger and more expensive homes at the higher end of the market will be stronger in the next year. Most of the demand for the higher-end homes will come from higher-income young and middle-aged households. Many current owners are looking to move up in the market and a large number of younger renters are looking to enter the market for the first time.

Almost 12,000 Halifax households are in the market to buy a home in the next year

Demand for homes in Halifax will be strong in the year 2000. Survey results show that almost one in 10 households are in the market to buy a home in the next year. With approximately 130,000 households in metro Halifax, this represents about 12,000 households in the market for a home. The demand estimate of 12,000 potential home buyers derived from this survey includes 7,800 households (6.1%) who are *ready to buy* a new or resale home now and another 4,100 (3.2%) who are *looking to buy* within the next 12 months.

Table 1
Home Purchase Intentions

	(n)	(%)
Strong	185	6.1%
Moderate	95	3.2%
Not intending to buy	2,729	90.7%
Total	3,009	100%

How do we define someone who intends to purchase?

Generally, households who are *ready to buy*, that is, those we judge to have *strong intentions*, state that they have a high (more than 50/50) chance of buying in the next 6 or 12 months, have a pre-approved mortgage *and* have engaged in some form of active search. By active search we mean using a Realtor, arranging a pre-approved mortgage, or visiting homes (new and pre-owned) for sale. Those *looking to buy* are households we judge to have more moderate intentions and report a 50/50 chance or less of buying in the next 6 or 12 months, but still say they are in the market for a home. (See Data Report for details).

Purchase intentions for 2000 will maintain the momentum expressed in the intentions survey for 1999

The home purchase intentions for the year 2000 - 9.3% of households - are very similar to the intentions expressed for 1999 that were reported in the CMHC survey conducted last year - 9.5% of households.

The 9.3% of metro Halifax households intending to buy a home in 2000 represents an estimated 12,090 households. This is a slight decrease of 260 from the 12,350 households estimated in the 1998 survey to be intending to buy a home in the following 12 months (i.e. 1999).

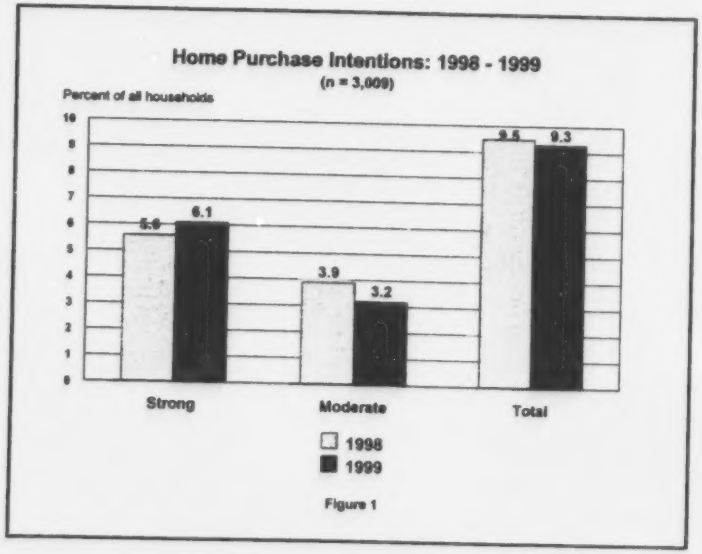


Figure 1

Despite this very slight decrease of 0.2% in the overall percentage of households who are intending to buy, more households reported this year that they are *ready to buy* a home in Halifax now: i.e. 6.1% compared to 5.6% last year. Across the entire market, this represents an additional 650 households who are ready to buy now compared to this time last year.

The slight overall decrease from 1998 to 1999 in the estimated number of home purchase intenders can be attributed to the decrease in the number of moderate intenders who are looking to buy: i.e. a decrease from 5,070 in 1998 to 4,160 in 1999.

Table 2
Survey Estimates of the Number of Home Purchase Intenders in Metro Halifax: 1998 and 1999

	1,998	1,999	Change
Ready to buy (strong intentions)	7,280	7,930	+650
Looking to buy (moderate intentions)	5,070	4,160	-910
Total number of purchase intenders	12,350	12,090	-360

Intentions to buy are highest among residents currently living in Mainland South, Mainland North and Sackville/Fall River

Residents who currently live in Halifax Mainland South, Halifax Mainland North, and Sackville/Fall River are the most likely to purchase a home in the Halifax area in the next year. Eight percent of the residents of each of these three areas are ready to buy now and 11% to 12% overall are home purchase intenders.

The proportion of home purchase intenders among residents of Dartmouth and Bedford/Hammond's Plain is similar to the overall market average: i.e. 6% ready to buy now and 3% more looking to buy in the next 12 months.

The proportion of intenders in Halifax Peninsula is slightly lower than the market average: i.e. 5% ready to buy now and 3% more looking to buy in the next 12 months.

Readers are reminded that these statistics represents the current area in which residents live and *not* the area in which they intend to buy. Buyers' market area preferences are presented in a subsequent section and table.

Table 3
Location of Current Residence of Intenders by the Strength of Intentions

	Strong	Moderate	Non-Intender
Total Sample (n=3,009)	6%	3%	91%
Halifax Peninsula (n=648)	5%	3%	92%
Halifax Mainland North (n=383)	8%	3%	89%
Halifax Mainland South (n=270)	8%	4%	88%
Dartmouth (n=968)	6%	3%	91%
Bedford/Hammond's Plain (n=144)	6%	3%	91%
Sackville/Fall River (n=387)	8%	4%	88%
Other/Don't know (n=209)	3%	3%	94%

Note: Row totals may not sum to 100% due to rounding. In this and other tables, (n) represents the number of observations (respondents in the sample).

Who will buy? Characteristics of home purchase intenders

Renters are more likely to be in the market than those who currently own

Well over half (59%) of consumers who intend to make a home purchase currently rent their residence compared to 41% of intenders who currently are homeowners. As a market segment, renters are more than twice as likely as homeowners to intend to purchase a home in the next year: 13.6% of renters compared to 6.5% of owners.

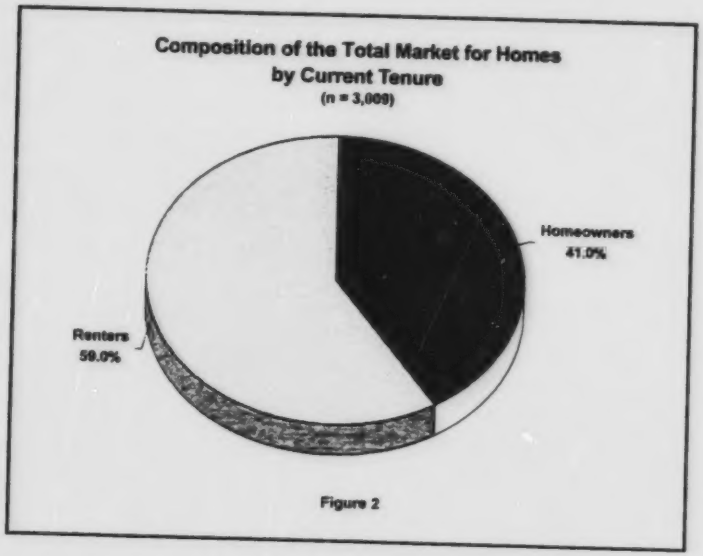


Figure 2

The continued strong interest in home purchases among renters is a reflection of consumer confidence, the strength of the local economy (e.g. non-residential spending rose by 45% in the first nine months of 1999), a continuing low mortgage rate environment, and relatively stable prices for the entry level component of the housing market.

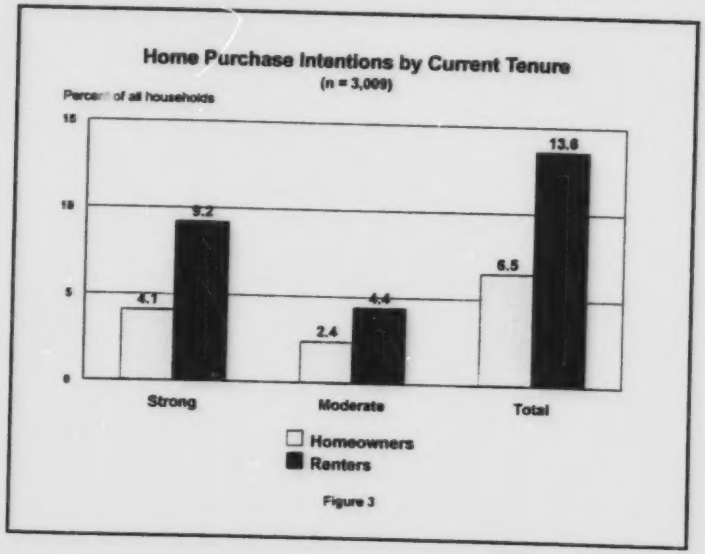


Figure 3

Renters (9.2%) are also much more likely than owners to be ready to buy now (4.1%). The renter-owner proportions of home purchase intenders for the next year is very similar to the results from the CMHC survey conducted last year.

The strength of home purchase intentions for renters and owners reported in the 1998 and 1999 surveys are very similar. Last year (projected for 1999), 14.4% of renters and 6.2% of owners were categorized as home purchase intenders through their expressed intentions and home search behaviours. This year (projections for 2000), the comparable figures are 13.6% of renters and 6.5% of owners.

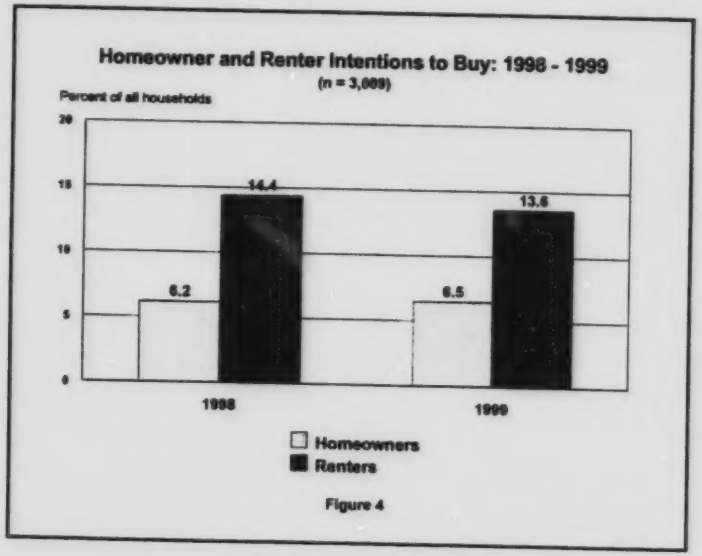


Figure 4

Younger households, especially young renters, set the pace for the housing market

Younger households represent the most important home buyer segment, at least in terms of the absolute numbers of buyers. Almost half (44%) of home purchase intenders are under the age of 35. Over three-quarters (76%) are under the age of 45. Younger buyers are also more likely to express strong intentions to purchase and be ready to buy now.

- In the key 25 to 34 age group, 16% of households are intending to buy including 11% who are ready to buy now.
- In the second largest buyer segment, the 35 to 44 age group, 13% of households are intending to buy including 8% who are ready to buy now.

Most of the younger home purchase intenders currently rent their dwellings. Among consumers intending to buy in the next year, 75% of intenders in the under 35 age group and 53% of those in the 35 to 44 age group currently rent their dwelling.

While fewer in terms of absolute numbers, seniors are also an important segment of the housing market. Four percent of the 55 to 64 age group and two percent of the 65 and over age group are intending to buy a home in the next year.

Although the levels of intention for the 55 to 64 and over 65 age groups are very low as a proportion of the total population in these age groups, these older segments of the market still could represent up to 30 per cent of all potential sales for the year 2000.

Middle income households are driving demand in the housing market

Over half (53%) of home purchase intenders have total annual household incomes in the $40,000 to $80,000 range. Another quarter (27%) of intenders have household incomes of $40,000 or less. Of the other intenders in the over $80,000 income category, 12% are in the $80,000 to $100,000 income category and 7% have household incomes of more than $100,000.

While fewer in total number than the lower and lower-middle income categories, home purchase intenders in the upper-middle and higher income categories of $60,000 to $100,000 are more likely to be ready to buy now.

Table 4
Strength of Home Purchase Intentions by Respondent Age

	18 - 24 (n=162)	25 - 34 (n=674)	35 - 44 (n=679)	45 - 54 (n=554)	55 - 64 (n=357)	65 and over (n=504)	Total (n=2,930)
Strong	6%	11%	8%	5%	3%	2%	6%
Moderate	3%	5%	5%	3%	1%	-	3%
Non-intender	91%	84%	87%	92%	96%	98%	91%

Note: Column totals may not sum to 100% due to rounding

- 12% of households in the $80,000 to $100,000 income category are ready to buy now.
- 10% of households in the $60,000 to $80,000 income category are ready to buy now
- The proportion of households ready to buy now falls somewhat to 8% for the $40,000 and lower and the $100,000 and higher income groups.

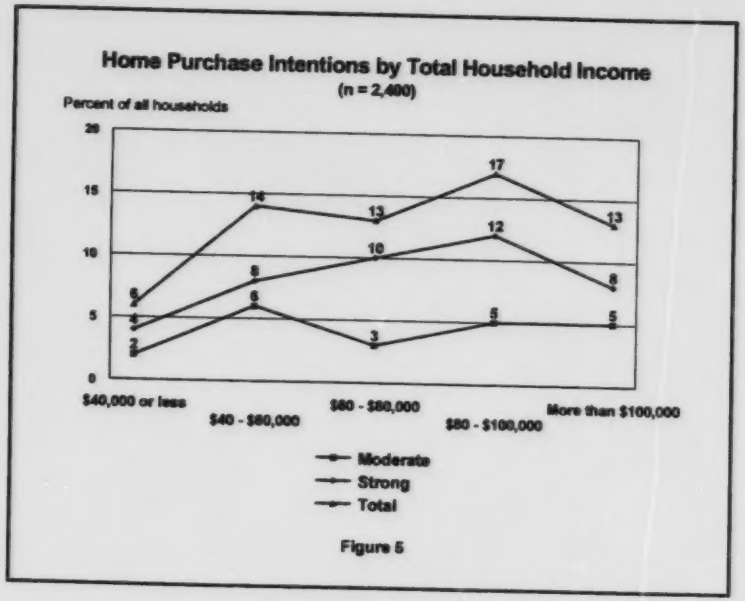


Figure 5

All sizes of households are increasing the demand for housing

Substantial numbers of all types of households, including families with children, couples without children and single person households, are in the market to buy a home.

- ***Single person households*** represent 16% of all home purchase intenders. Overall, 7% of singles are in the market for a home. Most of these (76%) are strong intenders.
- ***Households with four or more people*** represent 31% of all home purchase intenders. Overall, 12% of three-person households are in the market for a home. Just over half of these (54%) are strong intenders. Almost all of these households (87%) include children under 18.
- ***Two-person households*** represent 29% of all home purchase intenders. Overall, 8% of couples are in the market for a home. Most of these (73%) are also strong intenders.
- ***Three-person households*** represent 24% of all home purchase intenders. Overall, 12% of three-person households are in the market for a home. Two-thirds of these (64%) are strong intenders. Three-quarters (76%) of these households include children under 18.

Overall, households with children under 18 are more likely to be home purchase intenders than households without children: 13% compared to 7%. Households with children represent just under half (47%) of all home purchase intenders. Most of these households (57%) have two or more children.

Table 5
Strength of Home Purchase Intentions by Household Composition

	Number of household members				Children under 18		
	1 member (n=684)	2 members (n=1,026)	3 members (n=565)	4 or more- (n=722)	Yes (n=1,013)	No (n=1,983)	Total (n=2,996)
Strong	5%	6%	8%	7%	8%	5%	6%
Moderate	2%	2%	4%	5%	5%	2%	3%
Non-intender	93%	92%	88%	88%	87%	93%	91%

Note: Column totals may not sum to 100% due to rounding

Most current owners are looking to upgrade their home

Among the prospective buyers who currently own their homes, over two-thirds (68%) are looking to buy a home that exceeds the value of their current home. Another 12% expect to pay about the same for their next home while 20% expect to pay less.

The survey results project a higher proportion of move-up buyers in 2000 than last year. In the 1998 survey, 56% of prospective buyers reported that they intended to pay more for their next home compared to 68% who intend to be move-up buyers in the next year. In 1998, 26% intended to pay the same for their next home and 18% intended to pay less.

Table 6
Price Compared with Value of Current Home

Will spend...	(n)	(%)
More	77	68%
About the same	14	12%
Less	23	20%
Total	113	100%

Note: Total may not add to 100% due to rounding.

- Younger homeowners are more likely to want to pay more in the next year but the move-up segment includes many middle-aged and older homeowners as well: 74% of those under age 45, 62% of those between 45 and 54, and 54% of those over 55 are looking to pay more for their next home.

- 61% of homeowners looking to move up are in households with children under 18.

- 67% of those looking to move down are in households with no children. These households tend to be empty-nesters.

- Most prospective upgraders (59%) intend to buy in an established neighbourhood. One-third (34%) prefer a new subdivision or development. This figure is slightly higher than the 29% of all intenders who express a preference for homes in new developments.

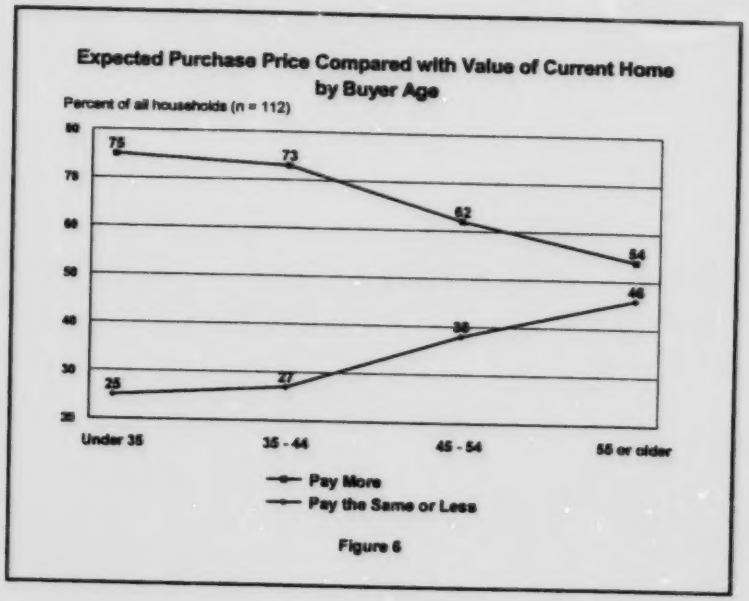


Figure 6

Prospective buyers are actively engaged in the search for a home

Consumers expressing an intention to purchase a home were also asked about their pre-purchase planning and search activities. Responses about these activities were used to identify the strength of home purchase intentions and to categorize consumers as strong or moderate intenders.

- Most consumers who express an intention to purchase a home have also read publications for information on the housing market (62%).

- Almost half have also talked to a realtor (48%) and visited a home for sale in the last month (46%).

- Many have also talked to a financial institution (41%) and been pre-approved for a mortgage (25%). In fact 64% of those who have talked to a financial institution have already been pre-approved for a mortgage.

- Almost one-quarter (22%) of current homeowners have already listed their home for sale.

- One in five (20%) prospective buyers have contacted a home builder or developer. This includes close to half (42%) of those who expressed a preference for a new home and almost one in ten (9%) whose first choice is a resale home.

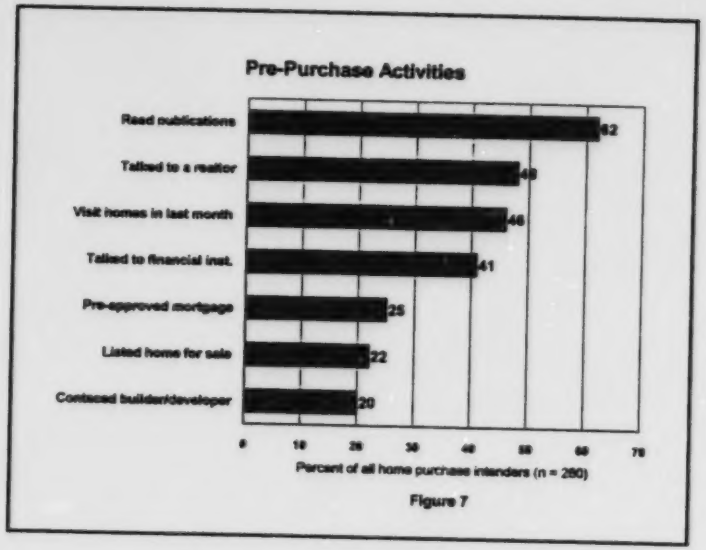


Figure 7

What are buyers are looking for? - Market areas

Buyer interest is strongest for homes in Dartmouth and Halifax Peninsula

Close to 95% of prospective home buyers have identified an area in metro Halifax where they expect to purchase a home. Interest among these intenders is strongest for homes in Dartmouth (19%) and Halifax Peninsula (18%).

Buyer interest is also strong for homes in Sackville/Fall River (15%) and Bedford/Hammond's Plain (11%). Fewer home purchase intenders are expecting to buy in Halifax Mainland North (8%) and Halifax Mainland South (8%). These results are presented in Figure 8.

Among the group of consumers with strong purchase intentions - those who are *ready to buy* now - the largest number are intending to purchase a home in Dartmouth (20%) and Halifax Peninsula (20%). These results are presented in Table 7.

- Among this ready to buy group, one-quarter intend to buy in either Sackville/Fall River (13%) or Bedford/Hammond's Plain (12%).

- 9% intend to buy in Mainland North and 6% intend to buy in Mainland South.
- A substantial number in this ready to buy group (21%) are not yet sure of the area in which they will buy.

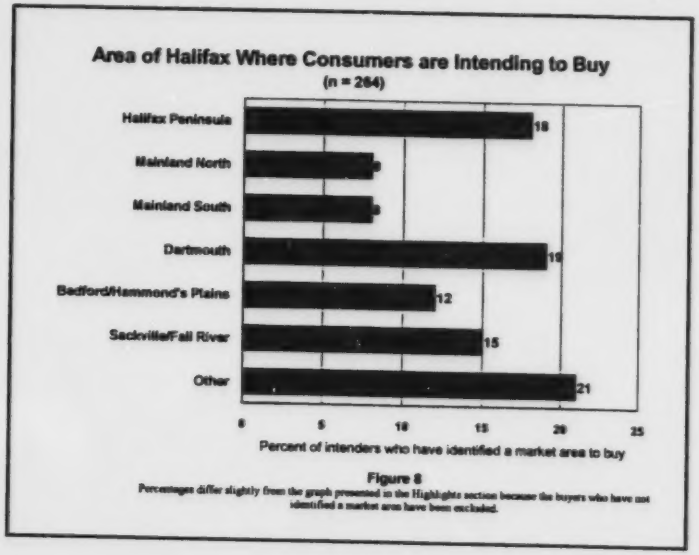


Figure 8

Percentages differ slightly from the graph presented in the Highlights section because the buyers who have not identified a market area have been excluded.

Among the group of consumers with moderate purchase intentions - those who are *looking to buy* - 19% are looking in Sackville/Fall River, 17% are looking in Dartmouth, and 14% are looking in Halifax Peninsula. The combined numbers of strong and moderate purchase intenders make these three submarkets the areas of highest demand.

Table 7
Preferred Location to Buy for Buyers with Strong and Moderate Purchase Intentions

	Strong (ready to buy) (n = 173)	Moderate (looking to buy) (n = 90)
Halifax Peninsula (n=48)	20%	14%
Halifax Mainland N. (n=21)	9%	7%
Halifax Mainland S. (n=21)	6%	11%
Dartmouth (n=49)	20%	17%
Bedford/Hammond's Plain (n=31)	12%	12%
Sackville/Fall River (n=39)	13%	19%
Other (n=54)	21%	20%
	100%	100%

Note: Column totals may not sum to 100% due to rounding. In this and other tables, (n) represents the number of observations.

More buyers looking in Halifax Peninsula and Dartmouth are ready to buy now

Among consumers who have indicated that they intend to buy in specific areas of metro Halifax, close to two-thirds or more of those looking in four locations are strong intenders (i.e. they are *ready to buy* now). This includes 73% of those intending to purchase in Halifax Peninsula, 71% of those looking in Halifax Mainland North, 69% of those looking in Dartmouth, and 65% of those looking in Bedford/Hammond's Plain. Relatively fewer of those intending to buy in Halifax Mainland South (52%) and Sackville/Fall River (44%) are ready to buy now. These results are presented in Table 8.

- Current homeowners expecting to buy a new home in Sackville/Fall River (81%), Halifax Peninsula (77%) and Halifax Mainland South (75%) are the most likely to be moving up in the market by paying more for their next home.
- Overall, 40% are intending to buy a home within the same area of the city where they currently live.

- Current residents of Dartmouth (54%), Sackville/Fall River (50%) and Halifax Peninsula (44%) are the most likely to buy within the same area where they now live.

Table 8
Strength of Purchase Intentions for Buyers Looking in Specific Locations

	Strong (ready to buy)	Moderate (looking to buy)	
Halifax Peninsula (n=48)	73%	27%	100%
Halifax Mainland North (n=21)	71%	29%	100%
Halifax Mainland South (n=21)	52%	48%	100%
Dartmouth (n=49)	69%	31%	100%
Bedford/Hammond's Plain (n=31)	65%	35%	100%
Sackville/Fall River (n=39)	44%	56%	100%
Other (n=54)	67%	33%	100%

Note: Row totals may not sum to 100% due to rounding. In this and other tables, (n) represents the number of observations.

What are buyers are looking for? Housing types

Five out of six buyers are looking for a single family home

The vast majority of Halifax area buyers (85%) are looking to buy a single family home. This is even higher than the 78% of home purchase intenders who expressed a preference for single family homes in the 1998 survey. Among the remaining prospective buyers not looking for single family homes ...

- 6% are looking to buy a semi-detached dwelling or duplex,
- 4% are looking to buy an apartment (as a condominium),
- 3% are looking to buy a row or townhouse, and
- 2% are looking at other types of dwellings.

Single family homes are the most popular type of home among all market segments including different household type, age and income groups.

Virtually all of the prospective buyers of singles (99%) and semi-detached/duplexes (94%) will buy freehold. A total of 8% will buy their dwelling as a condominium, including 50% of row and townhouse buyers and all apartment buyers (100%).

- Among prospective buyers aged 55 and over, 22% indicated that they intend to purchase a condominium.
- In the 45 to 54 age group, 100% of the buyers are intending to buy freehold and none are interested in condominiums.
- Among single person households looking to buy, 30% are intending to purchase a condominium.
- Among families and households with three or more people, 100% of the buyers are intending to buy freehold and none are interested in condominiums.

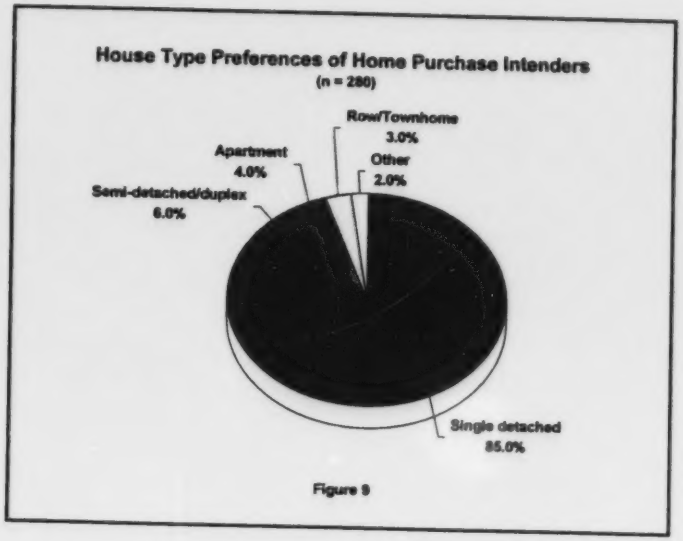


Figure 9

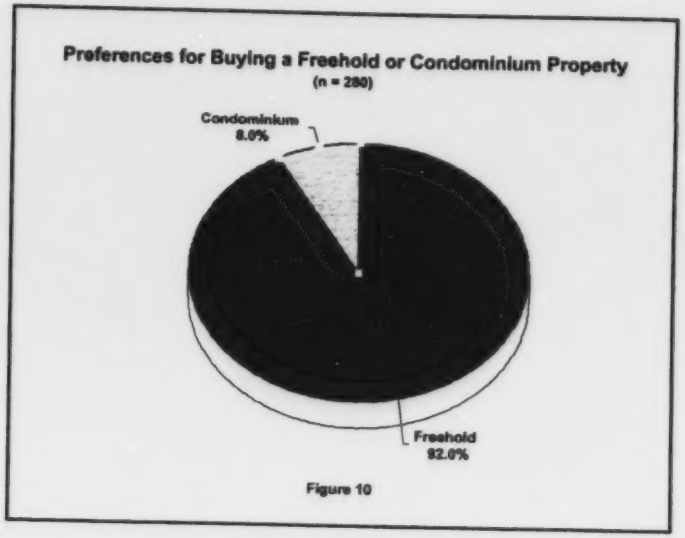


Figure 10

New singles are the most popular among families with children

Single family homes are the choice of 91% of households with children under 18 compared to 79% of households without children. Almost half (46%) of households with children said that a new single is their first choice compared to 37% of households without children.

Single family homes are the preferred choice of 91% of larger households with three or more people.

- Among couples, 84% prefer single family homes.
- 69% of single person households prefer single family homes.

Of the 15% overall who did not express a preference for single family homes, 6% said they are planning to buy a semi-detached or duplex, 4% are planning to buy an apartment and 3% are planning to buy a row or townhouse.

Apartment condominiums appeal almost exclusively to households without children: 11% of these households intend to buy an apartment condominium (8% resale and 3% new) compared to 3% of households with children. Single family homes are preferred, as expected, by 90% of buyers in the 35 to 54 age group. They are also the first choice of 80% of buyers under age 35 and 77% of buyers aged 55 to 64.

Over one-third of prospective buyers say that a new home is their first choice

The demand for new homes will be strong in the next year, with 35% of home purchase intenders expressing a preference for a new home. Over half (55%) are expecting to buy a resale home while 10% are not sure which type they will buy.

- 42% of prospective buyers categorized as strong intenders say a new home is their first choice compared to 28% of those categorized as moderate intenders.
- New homes are much more likely to be the first choice of households with higher incomes: 49% of households with incomes in the $60,000 to $80,000 income range, 64% of households in the $80,000 to $100,000 income range and 47% of households with incomes over $100,000 indicate that a new home is their first choice.
- 43% of current homeowners and 33% of renters say that a new home is their first choice.
- New homes are preferred most by buyers in the 25 to 34 age group (43%) and 35 to 44 age group (38%).
- A preference for new homes is the same for households with and without children under 18.
- At least 30% of those looking to buy in each of the six major Halifax market areas prefer a new home. Intenders looking to buy in Bedford/Hammond's Plains (52%) are the most likely to say a new home is their first choice.

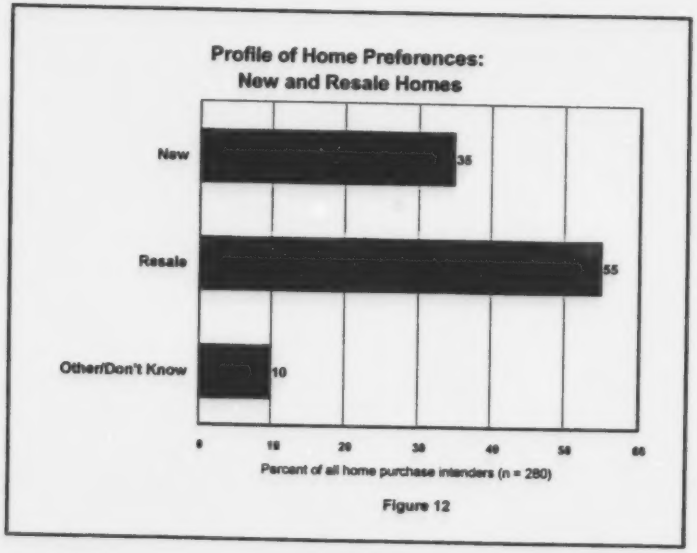


Figure 12

Table 9: Type of Home Preferred by Household Size and Children in the Household

Preferred House Type	Household size				Children under 18 in household		Total (n=279)
	1 (n=45)	2 (n=80)	3 (n=66)	4 or more (n=86)	Yes (n=132)	No (n=147)	
New single	24%	41%	49%	44%	46%	37%	35%
Resale single	42%	43%	42%	47%	45%	42%	50%
New row/duplex	7%	-	-	-	-	2%	2%
Resale row/duplex	-	6%	8%	5%	5%	5%	6%
New apartment/condo	2%	4%	-	-	-	3%	1%
Resale apartment/condo	20%	3%	-	1%	2%	8%	3%
Other	4%	4%	1%	3%	3%	3%	2%

Note: Column totals may not add to 100% due to rounding.

Table 10 Preference for New and Resale Homes by Home Purchase Intenders		
	(n)	(%)
Resale		
Single	123	50%
Row/duplex	15	6%
Apartment	8	3%
New		
Single	95	35%
Row/duplex	4	2%
Apartment	2	1%
Other	5	2%
Note: Totals may not add to 100% due to rounding.		

Half of home purchase intenders plan to buy resale homes in established neighbourhoods

Most home purchase intenders expect to buy in an established neighbourhood (55%) and 22% expect to buy in a new subdivision or development. A small number said that they expect to buy in another area (for example, a rural area) and 18% are not sure where they will buy.

Slightly over half (52%) of all prospective buyers expect to buy a resale home in an established neighbourhood. Among only those buyers who are looking to buy a resale home, 78% expect to buy in an established neighbourhood.

Over one in five buyers (22%), representing approximately 2,600 households, are looking to buy a new home in a new subdivision or development. This represents over four out of five (82%), or 2,100 households, of all those who are looking to buy a new home.

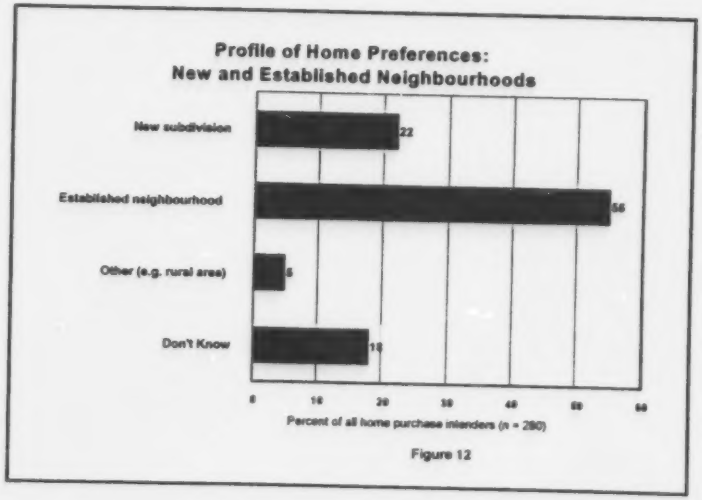


Figure 12

What are buyers are looking for? The price dimension

Among all home purchase intenders, 58% are planning to buy a home priced at $125,000 or less. This includes 28% who are planning to buy a home priced at $100,000 or less and 30% who are looking to buy in the $100,000 to $125,000 price range. About one-quarter (26%) are planning to buy in the $125,000 to $175,000 price range and 18% are planning to buy homes priced at $175,000 or more, including 5% who are looking at luxury homes priced at $250,000 or higher. Prospective buyers of higher priced homes, particularly in the $150,000 to $200,000 price range, are somewhat more likely to be ready to buy now.

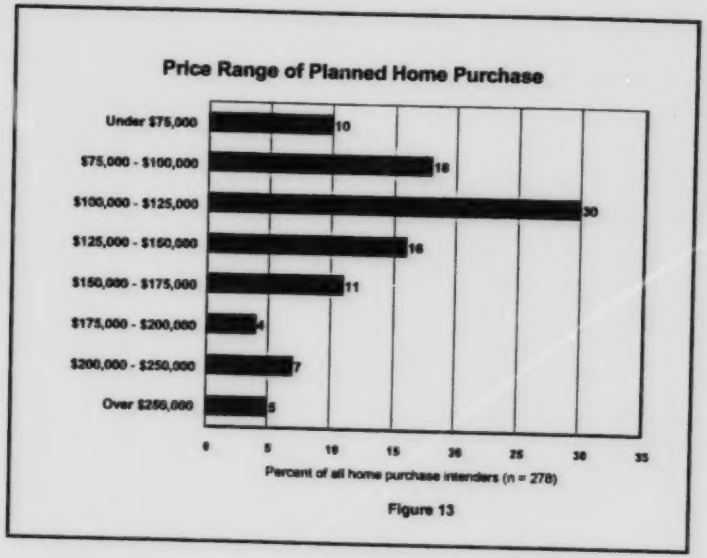


Figure 13

Table 11
Home Sought by Type of House Preferred (new/pre-owned)

House Price	New (n=97)	Pre-owned (n=152)	Total (n=259)
$100,000 or less	10%	39%	28%
$100,000 - $125,000	31%	31%	30%
$125,000 - $150,000	20%	12%	16%
$150,000 - $175,000	20%	4%	10%
$175,000 - $200,000	5%	3%	4%
Over $200,000	14%	11%	12%

Note: Column totals may not add to 100% due to rounding.

Table 12: Strength of Home Purchase Intentions by Price of House Sought							
Home Purchase Intentions	$100,000 or less (n=78)	$100-$125,000 (n=83)	$125-$150,000 (n=44)	$150-$175,000 (n=30)	$175-$200,000 (n=12)	Over $200,000 (n=33)	Total (n=280)
Strong (Ready to Buy)	68%	59%	68%	73%	75%	67%	66%
Moderate (Looking to Buy)	32%	41%	32%	27%	25%	33%	34%
Note: Column totals may not add to 100% due to rounding.							

Most but not all consumers who intend to buy more expensive homes own their present home.

- 71% of buyers looking at homes priced under $125,000 currently rent their dwelling.
- 55% of buyers looking at homes in the $125,000 to $175,000 range are owners and 45% are renters.
- 73% of buyers looking at homes priced in the $175,000 to $250,000 range are owners and 27% are renters.

Prospective buyers of less expensive homes tend to be both younger first-time buyers and older buyers while those looking at more expensive homes tend to be middle aged.

- 66% of buyers under age 35 are looking at homes priced at $125,000 or less.
- 64% of buyers aged 55 or more are looking at homes priced at $125,000 or less.
- 84% of buyers who are looking at homes priced at $175,000 and higher are between the ages of 35 and 55.

The presence of children under 18 in the household is not strongly related to the expected purchase price of the home, with households both with and without children looking to buy in all price ranges.

Market segments are defined by the relationship between household income and planned purchase price

Most respondents with an annual income below $60,000 (80%) are looking for modestly priced homes of $125,000 or less. Over half (51%) of those in the under $40,000 income bracket and 36% in the $40,000 to $60,000 income bracket are looking to buy homes priced under $100,000. Small but significant percentages of buyers in the under $40,000 (10%) and $40,000 to $60,000 (7%) income brackets are planning to buy homes priced at $175,000 or more. These buyers, only a third of whom currently own their home, will require significant equity to make a purchase in this price range.

Close to two-thirds (61%) of prospective buyers in the $60,000 - $80,000 income bracket are looking at homes priced between $125,000 and $175,000, with 14% looking at homes over $200,000. Households with incomes between $60,000 and $80,000 are considering homes in all price ranges, with about half (49%) looking in the $100,000 to $150,000 range and 23% looking at homes priced at $175,000 or more.

- Not surprisingly, respondents with annual incomes over $100,000 comprise the largest segment (53%) looking to buy homes priced at $200,000 or more. A total of 79% of buyers in this income bracket are considering homes priced at $150,000 or more.

Relative to last year's results, the 1999 survey demonstrates an increase in consumer interest in higher-priced homes. The 1998 survey results indicated that 23% of buyers were planning to buy homes priced at $150,000 or more compared to 26% in this year's survey.

Table 13: Price of Home Sought by Total Household Income

House Price	Under $40,000 (n=70)	$40,000-$60,000 (n=89)	$60,000-$80,000 (n=51)	$80,000-$100,000 (n=31)	Over $100,000 (n=18)	Total (n=259)
$100,000 or less	51%	36%	12%	10%	-	29%
$100,000 - $125,000	30%	44%	12%	26%	21%	30%
$125,000 - $150,000	3%	11%	37%	23%	-	15%
$150,000 - $175,000	7%	3%	24%	19%	11%	11%
$175,000 - $200,000	3%	1%	2%	13%	16%	4%
Over $200,000	7%	5%	14%	10%	53%	11%

Note: Column totals may not add to 100% due to rounding.

Table 14: Expected House Price by Area of the City in Which Intenders are Most Likely to Buy

House Price	Halifax Peninsula (n=48)	Halifax Mainland North (n=21)	Halifax Mainland South (n=21)	Dartmouth (n=50)	Bedford/ Hammond's Plains (n=32)	Sackville/ Fall River (n=37)	Other (n=55)	Total (n=264)
$100,000 or less	29%	24%	29%	28%	22%	30%	35%	29%
$100,000 - $125,000	23%	33%	33%	32%	25%	41%	29%	30%
$125,000 - $150,000	15%	5%	5%	26%	13%	14%	15%	15%
$150,000 - $175,000	2%	19%	14%	6%	19%	5%	15%	10%
$175,000 - $200,000	6%	-	5%	4%	3%	5%	6%	5%
Over $200,000	25%	19%	14%	4%	19%	5%	2%	11%

Note: Column totals may not add to 100% due to rounding.

Table 15: Type of Home Sought by Total Household Income

	$40,000 or less (n=69	$40,000- $60,000 (n=86)	$60,000- $80,000 (n=51)	$80,000- $100,000 (n=31	Over $100,000 (n=18)	Total (n=255)
New or Resale						
• New	19%	36%	54%	67%	47%	39%
• Resale	81%	64%	46%	33%	53%	61%
House Type						
• Single family dwelling	83%	84%	84%	84%	89%	84%
• Row/duplex	9%	12%	12%	6%	6%	10%
• Apartment	8%	5%	4%	10%	6%	6%

More Halifax buyers are looking for larger homes this year

The number of buyers looking at larger homes in the Halifax area has increased substantially in the last year. A total of 39% are looking at homes of more than 2,000 square feet compared to 31% looking in this size range last year.

- Most of the increase in demand for larger homes is for homes in the 2,000 to 2,500 sq. ft. range. Over three-quarters (77%) of buyers looking for homes of 2,000 to 2,500 sq. ft. are in the 25 to 44 age group.
- A majority of buyers expecting to pay $150,000 or more for their next home are looking at homes of 2,000 sq. ft. or more.

Smaller, entry-level homes are still a key component of the market. Many Halifax home buyers, particularly younger first-time buyers, are looking are smaller or modest-sized homes.

- 20% are looking at homes of 1,200 square feet or less.
- 24% are looking at homes in the 1,200 to 1,600 sq. ft. range.
- 65% of buyers looking at homes under 1,600 sq. ft. have incomes of $60,000 or less.

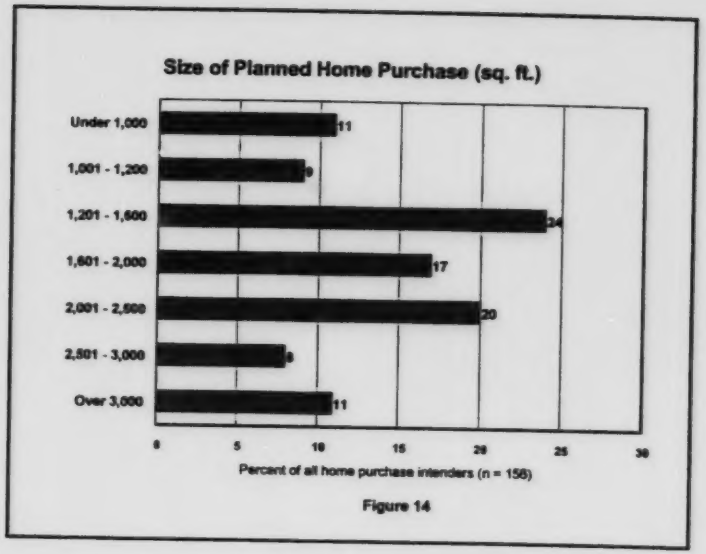


Figure 14

Table 16: Size of Home Sought (in square feet) by Price Range

Size in square feet	$100,000 or less (n=37)	$100,000-$125,000 (n=32)	$125,000-$150,000 (n=31)	$150,000-$175,000 (n=19)	$175,000-$200,000 (n=9)	Over $200,000 (n=28)	Total (n=156)
1,200 or less	51%	9%	13%	11%	-	11%	20%
1,201 - 1,600	24%	41%	13%	21%	-	14%	24%
1,601 - 1,800	5%	6%	13%	-	22%	-	6%
1,801 - 2,000	8%	16%	16%	16%	-	7%	11%
2,001 - 2,500	5%	19%	32%	26%	33%	21%	20%
2,501 - 3,000	5%	-	10%	16%	22%	14%	8%
3,000 or more	-	9%	3%	10%	22%	32%	11%

Note: Column totals may not add to 100% due to rounding.

Factors that influence home purchase intentions

Household finances are more important than market factors in influencing purchase decisions

Respondents to the survey who did not express an intention to buy a home in the next 12 months were asked if they had considered buying a home in the previous six months. A total of 319 "non-intenders" said that they had thought about buying a home in the last six months.

The reasons given by most respondents (57%) for deciding not to buy a home were related to the financial circumstances of the household. This is less than in 1998 when 71% said their financial circumstances caused them to delay a purchase.

- 40% said a change in the job situation of someone in the household was a factor in deciding not to buy a home. Another 7% cited a change in their financial situation.
- 9% said they simply could not afford to buy at the time.

Almost one-quarter (22%) said that personal reasons were the main reasons for not buying a home.

- 6% said that it was not the right time or that they were not ready to buy.
- 6% said they decided that they are satisfied with their current home.

Housing market factors were identified by just 19% of respondents who decided not to buy.

- 11% said that house prices were too expensive.
- 5% said that they could not find the right home or the right location. This should not be a surprise given the low number of homes currently for sale in the market.

Table 17
Reasons for Deciding not to Buy a Home (n=319)

	(n)	(%)
Financial/economic factors	**183**	**57%**
Change in household job situation	128	40%
Cannot afford	29	9%
Change in household financial situation	23	7%
Interest rates	3	1%
Housing market factors	**61**	**19%**
Home prices too expensive	35	11%
Cannot find the right home/right location	16	5%
Cannot find better neighbourhood	6	2%
Cannot sell existing home	4	1%
Personal reasons	**71**	**22%**
Not ready/not the right time	20	6%
Satisfied with existing home	19	6%
Have not decided on location	7	2%
Decided against moving/don't like moving	6	2%
Children in school	6	2%
Decided to renovate existing home	4	1%
Other personal reasons	9	3%
Other reasons	**28**	**9%**

Note: Totals may not add to 100% due to multiple responses.

Respondents who are intending to purchase a home in Halifax in the next year were also asked about circumstances that could delay their purchase. Only about one-third (32%) of the home purchase intenders said that something might delay their purchase. Half of the respondents (50%) from households who could delay their purchase of a home said that financial circumstances would be the main reasons.

- 23% said a change in the job situation of someone in the household could delay their purchase. Another 19% said that a change in the household financial situation could cause a delay.
- 4% cited credit problems for a possible delay.
- 3% said higher interest rates could delay their home purchase.

Circumstances related to the housing market were identified by 38% of these respondents as possible reasons that could delay their planned purchase.

- 20% said they would delay if they could not find the right home or the right location.
- 9% said that not being able to sell their current home could delay a planned purchase.
- 7% would delay a purchase if they found house prices to be too expensive.

Just 9% said that personal reasons might cause a delay in their purchase.

Table 18
Circumstances That Would Delay a Home Purchase (n=90)

	(n)	(%)
Financial/economic	**45**	**50%**
Change in household job situation	21	23%
Change in household financial situation	17	19%
Interest rates	3	3%
Refusal of credit/Need more credit	4	4%
Housing market	**34**	**38%**
Cannot find the right home/right location	18	20%
Home prices too expensive	6	7%
Cannot sell existing home	8	9%
Poor price for existing home	2	2%
Personal reasons	**8**	**9%**
Nothing could delay purchase	**7**	**8%**

Note: Totals may not add to 100% due to multiple response

Consumers not currently in the housing market could become buyers in the right circumstances

Most Halifax residents do not intend to purchase a home in the next year (i.e. 90.7% of the 3,009 households surveyed do not intend to buy a home). Under certain circumstances, however, a significant number might change their mind and enter the housing market. In fact, fewer than one-quarter (24%) of households not intending to purchase said that nothing could make them reconsider their purchase and that they would never move again.

- Over half (53%) of the households not intending to purchase said that a change in their financial circumstances might encourage them to consider buying a home. This includes 36% who said they would reconsider with a change in their household financial situation and 12% who would reconsider if their job situation changed.

- A total of 17% might consider buying a home given the right conditions in the housing market, including finding the right home or a home in the right location (12%), getting a good price on their current home (2%), or if house prices dropped (1%).

- 13% might consider buying a home under a variety of personal circumstances.

Table 19: Circumstances in Which Non-Intenders Might Consider Buying a Home (n=2,006)

	(n)	(%)
Financial/economic	**1,067**	**53%**
Change in household financial situation	722	36%
Change in household job situation	241	12%
Deterioration of existing home/repair cost	54	3%
Win lottery/Other windfall	43	2%
Interest rates	7	<1%
Housing market	**336**	**17%**
Found the right home/location	247	12%
Good price on current home	36	2%
Relocating/Moving (unspecified)	38	2%
Home prices dropped	15	1%
Personal	**259**	**13%**
Develop health/mobility problems	44	2%
Just bought a home	43	2%
Graduate/finish school	33	2%
Kids moved back/moved away	27	1%
Increase/decrease in family, house size needs	24	1%
Loss of present home/disaster	18	1%
Retirement of self/spouse	15	1%
Relocation/moving	15	1%
Get married	9	<1%
Lifestyle change (unspecified)	8	<1%
Proper timing/too young now/future purchase	7	<1%
Changes/deterioration of neighbourhood	4	<1%
Cannot afford/No money/Need money	3	<1%
Other reconsideration factors	**45**	**2%**
Never moving again/nothing	**480**	**24%**

Note: Totals may not add to 100% due to multiple responses.

Summary of home purchase intentions

Demand for home purchases continues to be strong

- Close to one in ten Halifax households (9.3%) intend to purchase a home in the next year. This is similar to the 9.5% of households who expressed an intention to buy a home in the 1998 survey.
- 6.1% of households are *ready to buy* while another 3.2% are *looking to buy* in the next 12 months.
- These survey findings indicate that about 12,000 Halifax households could be in the market for a home in 2000, including almost 8,000 who are ready to buy now.
- Many buyers are looking for homes in Dartmouth (18%), Halifax Peninsula (17%) and Sackville/Fall River (14%).

Many prospective buyers are younger, middle income households who rent their current dwelling

- 59% of prospective home buyers rent their current dwelling.
- Most buyers are young and early middle-aged: 76% are under the age of 45 and 44% are under the age of 35.
- 75% of prospective buyers under age 35 and 53% of those aged 35 to 44 currently rent their dwelling.
- Over half (53%) of the households intending to buy a home have annual incomes between $40,000 and $80,000.

Most intend to buy resale, single family homes

- Well over half (55%) are intending to buy a resale home.
- Overall, 85% of buyers intend to purchase a single detached home, including 50% who are intending to buy a resale single and 35% who intend to buy a new single.
- 58% are looking to buy a home priced at $125,000 or less.
- 26% are looking to buy homes priced between $125,000 and $175,000 and 16% are looking at homes priced above $175,000.
- Households intending to buy in Sackville/Fall River (71%) and Dartmouth (60%) are the most likely to be looking at homes priced at $125,000 or less.

More buyers are looking for larger homes this year

- For the next year, 39% of prospective buyers are looking at homes of 2,000 sq. ft. or more compared to 31% last year.
- There is an increase in demand for homes in the 2,000 to 2,500 sq. ft. range among buyers in the 25 to 44 age group.
- A majority of buyers expecting to pay $150,000 or more are looking at homes of 2,000 sq. ft. or more.

APPENDIX 1

About the research, the questionnaire, and future surveys

Overview of the research

Between September 2 and September 15, 1999, Canada Mortgage and Housing Corporation interviewed 3,002 residents in the Calgary Census Metropolitan Area. This survey was replicated in five other cities (Edmonton, Vancouver, Toronto, Montreal and Halifax) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The ***Consumer Intentions to Buy or Renovate a Home*** is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

APPENDIX 2

Definition of "Intentions"

"Ready to Buy" and "Looking to Buy"

Overview

Basic to this research is the concept of someone who intends to purchase. This idea has been used in economic forecasting research since the 1950's when large organizations such as the Conference Board of Canada and the University of Michigan started the measurement of consumer confidence.

Consumer Intentions to Buy a Home: a look at tomorrow's customers today is directly related to these general consumer confidence studies. The questionnaire asks how likely it is that the respondent's household will purchase or renovate in the next 12 months and the next 6 months. Respondents also answer questions about various home search activities (using a Realtor, visiting homes, obtaining a pre-approved mortgage). From these questions we build a profile of someone "*ready to buy*" (strong intender) and "*looking to buy*" (an intender or someone who is seriously thinking about purchasing).

Definition of home purchase intentions

Strong intender (*ready to buy*)

If a respondent answers as follows he or she is classed as a "strong intender" or a consumer who is *ready to buy*.

- Responding yes to thinking about buying a home
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 12 months?" or
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 6 months?" or a response of "50/50" for six months, pre-approved mortgage, and one search activity (Realtor, reading housing publications, visiting homes) or
- a response of "50/50" for 12 months and more than 3 search activities.

Moderate intender (*looking to buy*)

Respondents who stated that they were thinking of buying (response of YES), but did not fit the categories for a strong intender. We defined these intenders as a residual.

Non-intender (not looking/interested in another home)

Respondents who have no intentions to purchase in the next year.

Data Report

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Home purchase intentions

	n	%
Strong (Ready to Buy)	185	6.1%
Moderate (Looking to Buy)	95	3.2%
Not intending to buy	2729	90.7%
Total	3009	100.0%

[BASE=All respondents] [Data are weighted]

Home Purchase Intender Profile: Residence

Area of residence in Halifax	n	%
Halifax Peninsula	50	17.8%
Halifax Mainland N	41	14.5%
Halifax Mainland S	31	11.1%
Dartmouth	90	32.1%
Bedford	13	4.5%
Sackville	44	15.5%
Other	7	2.6%
DK/NR	5	1.9%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	n	%
18-24	14	5.0%
25-34	108	38.3%
35-44	89	31.6%
45-54	44	15.8%
55-64	15	5.4%
65 +	8	2.8%
DK/NR	3	1.1%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	N	Mean age	Median age
	277	38	36

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Gender

	n	%
Male	127	45.1%
Female	154	54.9%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Own or rent current home

	n	%
Own	115	41.2%
Rent	165	58.8%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Household composition

Household size [# persons]	n	%
1	46	16.3%
2	80	28.6%
3	67	23.7%
4 or more	87	30.9%
DK/NR	1	.4%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Children under 18 years of age in household

	n	%
No	147	52.6%
Yes	132	47.1%
DK/NR	1	.4%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Total household income

	n	%
Under $20,000	7	2.4%
$ 20,000- 40,000	65	23.1%
$ 40,000- 60,000	90	32.1%
$ 60,000- 80,000	50	18.0%
$ 80,000-100,000	32	11.3%
$100,000-200,000	12	4.2%
$200,000 or more	6	2.2%
DK/NR	19	6.7%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Moved place of residence in past 12 months

	n	%
Yes	51	18.1%
No	230	81.9%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Province moved from in past 12 months

	n	%
Newfoundland	5	8.9%
Prince Edward Island	1	1.6%
Nova Scotia	31	61.0%
New Brunswick	3	5.9%
Quebec	1	2.9%
Ontario	3	6.0%
Manitoba	1	2.6%
Alberta	1	1.7%
Outside Canada	5	9.3%
Total	51	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Province/City moved from in past 12 months

	n	%
NF: St. John's	2	4.3%
NF: Other	2	4.6%
PI: Charlottetown	1	1.6%
NS: Halifax	27	53.4%
NS: Other	4	7.7%
NB: Moncton	1	1.7%
NB: Other	2	4.2%
PQ: Montreal	1	2.9%
ON: Guelph	0	.9%
ON: Ottawa	1	1.6%
ON: Other	2	3.6%
MB: Winnipeg	1	2.6%
AB: Edmonton	1	1.7%
Outside Canada	5	9.3%
Total	51	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Chances of buying home in next 12 months

		n	%
	Low	36	12.7%
	50/50	109	38.9%
	High	132	46.9%
	Don't Know/Refused	4	1.5%
Total		280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Chances of buying home in next 6 months

		n	%
	Low	163	57.9%
	50/50	53	18.9%
	High	59	20.9%
	Don't Know/Refused	6	2.3%
Total		280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Community in which most likely to buy home

	n	%
Halifax Peninsula	48	17.1%
Halifax Mainland N	21	7.5%
Halifax Mainland S	21	7.6%
Dartmouth	49	17.5%
Bedford/Hammond's Plains	31	11.0%
Sackville/Fall River	39	14.0%
Other	54	19.4%
DK/NR	17	6.0%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/Intending to buy

	n	%
Brand new	97	34.7%
Pre-owned	155	55.2%
Other	9	3.4%
DK/NR	19	6.8%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/Intending to buy

	n	%
Single detached	231	82.3%
Semi-detached/duplex	16	5.6%
Row/Town house	9	3.0%
Apartment	11	3.9%
Other	5	1.9%
DK/NR	9	3.2%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/Intending to buy

	n	%
Freehold	250	89.0%
Condominium	21	7.5%
Other	2	.7%
DK/NR	8	2.9%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of neighbourhood preferred: Home looking for/Intending to buy

	n	%
New subdivn/development	61	21.8%
Established neighbourhood	155	55.3%
Other	15	5.5%
DK/NR	49	17.5%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price range of home looking for/Intending to buy

	n	%
Under $ 75,000	28	10.1%
$ 75,000 - 100,000	50	17.8%
$100,000 - 125,000	83	29.5%
$125,000 - 150,000	44	15.6%
$150,000 - 175,000	30	10.6%
$175,000 - 200,000	11	4.0%
$200,000 - 250,000	18	6.6%
Over $250,000	14	5.0%
DK/NR	2	.7%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for compared to current home

	n	%
More	77	67.9%
Same	14	12.2%
Less	23	19.9%
DK/NR	2	1.9%
Total	115	101.9%

[BASE=All home purchase intenders who currently own homes] [Data are weighted]

Size of home looking for/Intending to purchase (sq ft)

	n	%
Under 800 sq ft	5	2.0%
800 - 1000 sq ft	12	4.2%
1001 - 1200 sq ft	13	4.8%
1201 - 1400 sq ft	14	4.9%
1401 - 1600 sq ft	23	8.1%
1601 - 1800 sq ft	10	3.4%
1801 - 2000 sq ft	18	6.3%
2001 - 2500 sq ft	32	11.3%
2501 - 3000 sq ft	13	4.7%
3001 - 3500 sq ft	9	3.0%
Over 3500 sq ft	8	2.9%
DK/NR	125	44.5%
Total	280	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Pre-purchase and home search activities

	n	%
Contacted builder/developer: new home	56	20.0%
Talked to financial institution: mortgage	114	40.8%
Pre-approved for a mortgage	70	25.1%
Read publications: housing market info	173	61.5%
Talked to realtor: buying a home	134	47.9%
Listed your home for sale	25	9.0%
Visited homes for sale, in last month	128	45.7%
None of these	34	12.2%

[BASE=All home purchase intenders] [Data are weighted]

Note: Multiple responses accepted

Circumstances which would delay purchase

Barriers	n	%
Change in household financial situation	21	19.3%
Change in household job situation	17	15.5%
Poor price for existing home	2	1.5%
Home prices too expensive	6	4.9%
Interest rates	3	2.4%
Cannot sell existing home	8	7.6%
No longer need to move	0	.0%
Cannot find the right home	17	15.3%
Kids moved back home	1	.7%
Renovate existing home	1	1.1%
Just bought a home	0	.0%
Develop health/mobility problems	2	1.6%
Death/Death of family member	3	3.0%
Refusal of credit/Need more credit	1	.6%
Right location/Area	1	1.3%
Nothing	7	6.0%
Other delay factors	9	8.0%
DON'T KNOW/REFUSED	16	14.4%

[BASE=Home purchase intenders (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons for not purchasing

Reasons	n	%
Change in hhold financial situation	127	34.7%
Change in household job situation	23	6.2%
Cannot afford down payment	18	4.9%
Home prices too expensive	35	9.7%
Interest rates	3	.8%
Cannot sell existing home	4	1.0%
Satisfied with existing home	19	5.3%
Like my neighbourhood	6	1.5%
No longer need to move	5	1.4%
Cannot find the right home	16	4.3%
Hate moving	1	.4%
Kids moved back/moved away	1	.1%
Just renovated existing home	4	1.1%
Just bought a home	18	5.0%
Not ready/Not the right time	20	5.4%
Cannot afford/Financial (unspec)	11	3.0%
Economy (unspecified)	0	.0%
Unsure of final destination	7	1.9%
Personal reasons	8	2.3%
In school/Children in school	6	1.7%
Pay off existing loans/Mortgage	0	.0%
Market (unspec)	2	.6%
Age: Too old/young/Retiring	1	.3%
Cannot get mortgage	1	.2%
Location/Close to work	0	.0%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Reasons for not purchasing (Continued...)

Reasons	n	%
Other reasons decided not to buy	25	6.7%
DON'T KNOW/REFUSED	29	8.0%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which might consider buying home

Inducements	n	%
Change in hhold financial situation	722	31.2%
Change in household job situation	241	10.4%
Good price on existing home	34	1.5%
Home prices dropped	15	.7%
Interest rates	7	.3%
Deterioration of existing home	54	2.3%
Develop health/mobility problems	44	1.9%
Found the right home	239	10.3%
Kids moved back/moved away	27	1.2%
Never moving again/Nothing	478	20.7%
Just bought a home	42	1.8%
Loss of present home/Disaster	18	.8%
Increase/decrease in family	15	.6%
Retirement of self/spouse	10	.4%
Graduate/finish school	33	1.4%
Already have a home	7	.3%
Relocating/Moving (unspecified)	15	.6%
Changes/Deterioration of neighbourhood	4	.2%
Proper timing/Too young/Future purchas	7	.3%
Ability to sell current home	2	.1%
Improvement in economy	0	.0%
Suitable location	8	.4%
Lifestyle change (unspecified)	8	.4%
Win lottery/Other windfall	43	1.9%
Get married	9	.4%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which might consider buying home (Continued...)

Inducements	n	%
Cannot afford/No money/Need money	0	.0%
If downsizing	9	.4%
Other reconsideration factors	45	1.9%
DON'T KNOW/REFUSED	309	13.4%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Home purchase intentions by Current residence of respondent

			Overall	Area of residence in Halifax						
				Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford	Sackville	Other
	Strong (Ready to Buy)	n	185	31	29	22	59	9	30	5
		%	66.0%	62.5%	71.0%	69.2%	65.6%	69.5%	68.9%	67.3%
	Moderate (Looking to Buy)	n	95	19	12	10	31	4	14	2
		%	34.0%	37.5%	29.0%	30.8%	34.4%	30.5%	31.1%	32.7%
Total	N		280	50	41	31	90	13	44	7
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Strong (Ready to Buy)	n	185	2	46	53	37	23	7	4
		%	66.0%	24.9%	71.3%	59.2%	73.4%	72.9%	55.0%	69.4%
	Moderate (Looking to Buy)	n	95	5	19	37	13	9	5	2
		%	34.0%	75.1%	28.7%	40.8%	26.6%	27.1%	45.0%	30.6%
Total	N		280	7	65	90	50	32	12	6
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Strong (Ready to Buy)	n	185	73	112
		%	66.0%	62.9%	68.1%
	Moderate (Looking to Buy)	n	95	43	53
		%	34.0%	37.1%	31.9%
Total	N		280	115	165
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Buy)	n	185	35	59	43	47	102	82
		%	66.0%	76.0%	73.3%	64.4%	54.7%	68.9%	62.4%
	Moderate (Looking to Buy)	n	95	11	21	24	39	46	50
		%	34.0%	24.0%	26.7%	35.6%	45.3%	31.1%	37.6%
Total	N		280	46	80	67	87	147	132
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Strong (Ready to Buy)	n	185	9	75	52	28	12	7
		%	66.0%	62.2%	69.6%	59.1%	63.6%	80.8%	84.4%
	Moderate (Looking to Buy)	n	95	5	33	36	16	3	1
		%	34.0%	37.8%	30.4%	40.9%	36.4%	19.2%	15.6%
Total	N		280	14	108	89	44	15	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Strong (Ready to Buy)	n	185	71	94	4
		%	66.0%	73.3%	60.6%	44.9%
	Moderate (Looking to Buy)	n	95	26	61	5
		%	34.0%	26.7%	39.4%	55.1%
Total	N		280	97	155	9
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Structure)

			Overall	Structure				
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Other
	Strong (Ready to Buy)	n	185	152	12	6	6	3
		%	66.0%	65.7%	76.7%	72.6%	53.2%	54.4%
	Moderate (Looking to Buy)	n	95	79	4	2	5	2
		%	34.0%	34.3%	23.3%	27.4%	46.8%	45.6%
Total	N		280	231	16	9	11	5
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Strong (Ready to Buy)	n	185	164	16	2
		%	66.0%	65.8%	75.3%	100.0%
	Moderate (Looking to Buy)	n	95	85	5	0
		%	34.0%	34.2%	24.7%	.0%
Total	N		280	250	21	2
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Price of house looking for

			Overall	Price of home							
				Under $ 75,000	$ 75,000 - 100,000	$100,000 - 125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	Over $250,000
	Strong (Ready to Buy)	n	185	19	34	49	30	22	9	13	9
		%	66.0%	65.4%	67.7%	59.4%	68.6%	73.7%	77.4%	71.2%	61.6%
	Moderate (Looking to Buy)	n	95	10	16	34	14	8	3	5	5
		%	34.0%	34.6%	32.3%	40.6%	31.4%	26.3%	22.6%	28.8%	38.4%
Total	N		280	28	50	83	44	30	11	18	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)									
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	Strong (Ready to Buy)	n	185	3	10	10	11	10	6	11	22	11	8	6
		%	66.0%	47.1%	81.2%	74.8%	76.2%	42.8%	58.3%	64.7%	68.1%	83.7%	92.3%	78.3%
	Moderate (Looking to Buy)	n	95	3	2	3	3	13	4	6	10	2	1	2
		%	34.0%	52.9%	18.8%	25.2%	23.8%	57.2%	41.7%	35.3%	31.9%	16.3%	7.7%	21.7%
Total	N		280	5	12	13	14	23	10	18	32	13	9	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Community in which most likely to buy house

			Overall	Community						
				Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford/Hammond's Plains	Sackville/Fall River	Other
	Strong (Ready to Buy)	n	185	35	15	11	34	20	22	36
		%	66.0%	72.9%	72.5%	52.8%	69.0%	63.4%	57.3%	66.9%
	Moderate (Looking to Buy)	n	95	13	6	10	15	11	17	18
		%	34.0%	27.1%	27.5%	47.2%	31.0%	36.6%	42.7%	33.1%
Total	N		280	48	21	21	49	31	39	54
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred		
				New subdivn/development	Established neighbourhood	Other
	Strong (Ready to Buy)	n	185	48	99	10
		%	66.0%	79.3%	6 7%	63.4%
	Moderate (Looking to Buy)	n	95	13	56	6
		%	34.0%	20.7%	36.3%	36.6%
Total	N		280	61	155	15
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Price of house looking for

			Overall	Price of home							
				Under $ 75,000	$ 75,000 - 100,000	$100,000 - 125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	Over $250,000
	New single	n	88	0	10	23	18	19	5	7	5
		%	31.4%	.0%	19.9%	28.2%	42.0%	64.5%	47.4%	37.1%	36.1%
	Pre-owned single	n	123	12	26	39	17	5	5	7	8
		%	43.9%	43.1%	52.5%	47.3%	39.3%	17.1%	46.7%	39.9%	60.3%
	New row/duplex	n	4	0	0	2	1	0	0	1	0
		%	1.5%	.0%	.0%	2.6%	2.0%	.0%	.0%	7.1%	.0%
	Pre-owned row/duplex	n	15	2	6	4	0	1	0	1	0
		%	5.2%	5.7%	12.6%	5.3%	.0%	4.5%	.0%	5.3%	.0%
	New apt/condo	n	2	0	0	2	0	0	0	0	0
		%	.8%	.0%	.0%	2.6%	.0%	.0%	.0%	.0%	.0%
	Pre-owned apt/condo	n	8	8	0	0	0	0	0	0	0
		%	2.7%	26.6%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	n	13	0	2	3	4	2	0	1	1
		%	4.5%	.0%	4.9%	3.6%	9.9%	6.1%	.0%	3.3%	3.6%
	DK/NR	n	28	7	5	9	3	2	1	1	0
		%	10.0%	24.6%	10.1%	10.4%	6.8%	7.7%	5.9%	7.2%	.0%
Total	N		280	28	50	83	44	30	11	18	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Size of house looking for (sq ft)

		Overall	Size of home (sq ft)										
			Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
New single	n	88	1	1	2	4	7	5	8	16	6	2	5
	%	31.4%	9.6%	7.0%	16.0%	27.4%	32.2%	47.4%	43.4%	50.1%	44.8%	26.6%	66.1%
Pre-owned single	n	123	3	7	8	6	8	5	9	9	5	6	3
	%	43.9%	53.1%	60.5%	56.5%	46.6%	36.3%	52.6%	53.8%	28.6%	36.8%	66.1%	33.9%
New row/duplex	n	4	0	0	0	0	1	0	0	0	0	0	0
	%	1.5%	.0%	.0%	.0%	.0%	5.8%	.0%	.0%	.0%	.0%	.0%	.0%
Pre-owned row/duplex	n	15	0	1	0	1	1	0	0	1	1	0	0
	%	5.2%	.0%	9.7%	.0%	10.2%	2.9%	.0%	.0%	4.4%	7.5%	.0%	.0%
New apt/condo	n	2	0	0	0	0	2	0	0	0	0	0	0
	%	.8%	.0%	.0%	.0%	.0%	9.5%	.0%	.0%	.0%	.0%	.0%	.0%
Pre-owned apt/condo	n	8	2	1	1	0	0	0	0	0	0	0	0
	%	2.7%	37.3%	11.8%	10.3%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Other	n	13	0	0	2	1	2	0	1	2	1	1	0
	%	4.5%	.0%	.0%	17.2%	6.4%	8.6%	.0%	2.9%	6.9%	11.0%	7.2%	.0%
DK/NR	n	28	0	1	0	1	1	0	0	3	0	0	0
	%	10.0%	.0%	11.0%	.0%	9.4%	4.6%	.0%	.0%	10.0%	.0%	.0%	.0%
Total N		280	5	12	13	14	23	10	18	32	13	9	8
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Community in which most likely to buy house

			Overall	Community						
				Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford/Hammond's Plains	Sackville/Fall River	Other
	New single	n	88	13	7	6	15	13	13	17
		%	31.4%	27.2%	31.4%	29.7%	30.1%	41.2%	33.3%	30.7%
	Pre-owned single	n	123	17	10	11	23	9	19	27
		%	43.9%	36.2%	47.3%	53.6%	46.5%	29.8%	48.2%	50.3%
	New row/duplex	n	4	0	0	0	0	1	0	3
		%	1.5%	.0%	.0%	.0%	.0%	4.3%	.0%	5.6%
	Pre-owned row/duplex	n	15	3	1	0	1	2	3	3
		%	5.2%	5.9%	3.2%	.0%	2.9%	7.9%	7.8%	6.3%
	New apt/condo	n	2	2	0	0	0	0	0	0
		%	.8%	4.5%	.0%	.0%	.0%	.0%	.0%	.0%
	Pre-owned apt/condo	n	8	5	1	0	0	1	0	0
		%	2.7%	10.7%	4.9%	.0%	.0%	4.5%	.0%	.0%
	Other	n	13	1	1	1	4	1	1	1
		%	4.5%	2.5%	6.9%	3.5%	9.1%	3.0%	2.3%	2.1%
	DK/NR	n	28	6	1	3	6	3	3	3
		%	10.0%	13.1%	6.2%	13.2%	11.5%	9.3%	8.5%	5.0%
Total	N_____		280	48	21	21	49	31	39	54
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred		
				New subdivn/development	Established neighbourhood	Other
	New single	n	88	44	30	4
		%	31.4%	72.4%	19.5%	24.7%
	Pre-owned single	n	123	11	93	4
		%	43.9%	17.6%	60.0%	23.1%
	New row/duplex	n	4	1	0	0
		%	1.5%	2.2%	.0%	.0%
	Pre-owned row/duplex	n	15	0	11	1
		%	5.2%	.0%	7.4%	4.0%
	New apt/condo	n	2	2	0	0
		%	.8%	3.5%	.0%	.0%
	Pre-owned apt/condo	n	8	0	5	0
		%	2.7%	.0%	3.1%	.0%
	Other	n	13	0	5	6
		%	4.5%	.0%	3.0%	39.7%
	DK/NR	n	28	3	11	1
		%	10.0%	4.3%	6.9%	8.4%
Total	N		280	61	155	15
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Total household income

			Household income						
		Overall	Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
New single	n	88	0	13	25	22	15	3	4
	%	31.4%	.0%	19.5%	27.7%	43.7%	47.1%	26.8%	68.8%
Pre-owned single	n	123	4	37	44	14	6	6	1
	%	43.9%	58.9%	57.1%	48.6%	28.6%	19.6%	53.6%	20.7%
New row/duplex	n	4	0	0	4	0	0	0	0
	%	1.5%	.0%	.0%	4.8%	.0%	.0%	.0%	.0%
Pre-owned row/duplex	n	15	0	5	4	3	2	1	0
	%	5.2%	.0%	7.9%	4.5%	6.2%	5.0%	6.5%	.0%
New apt/condo	n	2	0	0	0	0	2	0	0
	%	.8%	.0%	.0%	.0%	.0%	6.8%	.0%	.0%
Pre-owned apt/condo	n	8	3	3	0	1	1	0	0
	%	2.7%	41.1%	4.3%	.0%	2.0%	3.3%	.0%	.0%
Other	n	13	0	1	3	4	1	1	0
	%	4.5%	.0%	1.2%	3.7%	8.9%	4.1%	7.4%	.0%
DK/NR	n	28	0	7	10	5	4	1	1
	%	10.0%	.0%	10.1%	10.7%	10.6%	14.2%	5.7%	10.5%
Total N		280	7	65	90	50	32	12	6
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	New single	n	88	42	47
		%	31.4%	36.0%	28.2%
	Pre-owned single	n	123	46	77
		%	43.9%	39.7%	46.9%
	New row/duplex	n	4	2	2
		%	1.5%	1.9%	1.3%
	Pre-owned row/duplex	n	15	4	11
		%	5.2%	3.5%	6.4%
	New apt/condo	n	2	0	2
		%	.8%	.0%	1.3%
	Pre-owned apt/condo	n	8	2	5
		%	2.7%	2.1%	3.1%
	Other	n	13	7	6
		%	4.5%	6.2%	3.4%
	DK/NR	n	28	12	16
		%	10.0%	10.6%	9.5%
Total	N		280	115	165
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	New single	n	88	6	25	24	32	42	46
		%	31.4%	13.1%	31.5%	36.6%	37.3%	28.6%	34.8%
	Pre-owned single	n	123	20	34	28	40	63	59
		%	43.9%	44.7%	41.9%	42.2%	45.9%	42.9%	44.5%
	New row/duplex	n	4	4	0	0	0	4	0
		%	1.5%	9.5%	.0%	.0%	.0%	2.9%	.0%
	Pre-owned row/duplex	n	15	0	5	5	5	7	7
		%	5.2%	.0%	6.3%	7.2%	5.5%	4.8%	5.7%
	New apt/condo	n	2	0	2	0	0	2	0
		%	.8%	.0%	2.7%	.0%	.0%	1.5%	.0%
	Pre-owned apt/condo	n	8	4	2	0	1	6	1
		%	2.7%	9.0%	3.0%	.0%	1.2%	4.2%	1.0%
	Other	n	13	4	4	1	3	8	4
		%	4.5%	7.9%	5.5%	2.1%	3.7%	5.7%	3.2%
	DK/NR	n	28	7	7	8	6	14	14
		%	10.0%	15.8%	9.1%	11.9%	6.4%	9.3%	10.8%
Total	N		280	46	80	67	87	147	132
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Respondent age

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
New single	n	88	3	36	31	13	3	2
	%	31.4%	19.3%	33.4%	35.5%	29.1%	19.5%	27.8%
Pre-owned single	n	123	6	43	40	18	7	6
	%	43.9%	42.8%	40.2%	45.6%	41.3%	43.3%	72.2%
New row/duplex	n	4	0	3	0	1	0	0
	%	1.5%	.0%	3.2%	.0%	2.0%	.0%	.0%
Pre-owned row/duplex	n	15	4	2	6	2	1	0
	%	5.2%	30.6%	2.0%	6.3%	4.3%	4.3%	.0%
New apt/condo	n	2	0	2	0	0	0	0
	%	.8%	.0%	2.0%	.0%	.0%	.0%	.0%
Pre-owned apt/condo	n	8	1	5	1	0	0	0
	%	2.7%	7.3%	4.8%	1.6%	.0%	.0%	.0%
Other	n	13	0	4	2	3	3	0
	%	4.5%	.0%	3.6%	2.6%	7.7%	20.5%	.0%
DK/NR	n	28	0	12	8	7	2	0
	%	10.0%	.0%	10.9%	8.5%	15.6%	12.3%	.0%
Total N		280	14	108	89	44	15	8
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Price of house looking for

		Overall	Price of home							
			Under $ 75,000	$ 75,000 - 100,000	$100,000 - 125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	Over $250,000
Under 800 sq ft	n	5	3	2	1	0	0	0	0	0
	%	2.0%	10.1%	4.2%	.6%	.0%	.0%	.0%	.0%	.0%
800 - 1000 sq ft	n	12	6	2	2	0	0	0	0	2
	%	4.2%	20.2%	3.5%	2.7%	.0%	.0%	.0%	.0%	15.6%
1001 - 1200 sq ft	n	13	1	5	0	4	2	0	0	1
	%	4.8%	4.9%	9.9%	.0%	8.7%	7.3%	.0%	.0%	8.1%
1201 - 1400 sq ft	n	14	1	4	3	3	3	0	0	1
	%	4.9%	3.4%	7.3%	3.5%	6.8%	8.8%	.0%	.0%	5.4%
1401 - 1600 sq ft	n	23	2	2	11	1	2	0	2	1
	%	8.1%	8.5%	4.9%	12.7%	3.2%	5.7%	.0%	9.9%	9.6%
1601 - 1800 sq ft	n	10	0	2	2	4	0	2	0	0
	%	3.4%	.0%	3.8%	3.0%	8.3%	.0%	14.5%	.0%	.0%
1801 - 2000 sq ft	n	18	0	3	5	5	3	0	2	1
	%	6.3%	.0%	5.1%	5.9%	11.8%	9.4%	.0%	9.0%	3.6%
2001 - 2500 sq ft	n	32	0	2	6	10	5	3	5	1
	%	11.3%	.0%	3.2%	6.7%	22.9%	16.4%	29.6%	25.6%	10.5%
2501 - 3000 sq ft	n	13	0	2	0	3	3	2	4	0
	%	4.7%	.0%	3.4%	.0%	7.1%	9.3%	16.9%	19.5%	.0%
3001 - 3500 sq ft	n	9	0	0	2	0	1	1	3	1
	%	3.0%	.0%	.0%	2.8%	.0%	3.0%	9.1%	15.6%	10.2%
Over 3500 sq ft	n	8	0	0	1	1	1	1	2	3
	%	2.9%	.0%	.0%	.8%	2.0%	2.2%	12.6%	10.1%	18.4%
DK/NR	n	125	15	27	51	13	11	2	2	3
	%	44.5%	53.0%	54.8%	61.3%	29.2%	37.9%	17.3%	10.2%	18.7%
Total N		280	28	50	83	44	30	11	18	14
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (New/Pre-owned)

		Overall	New/Pre-owned		
			Brand new	Pre-owned	Other
Under 800 sq ft	n	5	1	5	0
	%	2.0%	.5%	3.2%	.0%
800 - 1000 sq ft	n	12	1	10	0
	%	4.2%	.9%	6.3%	.0%
1001 - 1200 sq ft	n	13	2	10	1
	%	4.8%	2.2%	6.7%	9.3%
1201 - 1400 sq ft	n	14	5	8	0
	%	4.9%	4.8%	5.1%	.0%
1401 - 1600 sq ft	n	23	12	9	2
	%	8.1%	12.2%	5.7%	20.7%
1601 - 1800 sq ft	n	10	5	5	0
	%	3.4%	4.7%	3.3%	.0%
1801 - 2000 sq ft	n	18	8	9	1
	%	6.3%	7.8%	6.1%	5.3%
2001 - 2500 sq ft	n	32	17	10	2
	%	11.3%	17.0%	6.7%	23.1%
2501 - 3000 sq ft	n	13	6	6	1
	%	4.7%	6.0%	3.7%	15.2%
3001 - 3500 sq ft	n	9	2	6	1
	%	3.0%	2.3%	3.6%	6.5%
Over 3500 sq ft	n	8	5	3	0
	%	2.9%	5.5%	1.8%	.0%
DK/NR	n	125	35	74	2
	%	44.5%	36.1%	47.7%	19.9%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Type of house looking for (New/Pre-owned) (Continued...)

	Overall	New/Pre-owned		
		Brand new	Pre-owned	Other
Total N	280	97	155	9
%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Structure)

		Overall	Structure				
			Single detached	Semi-detached/duplex	Row/Town house	Apartment	Other
Under 800 sq ft	n	5	3	0	0	2	0
	%	2.0%	1.5%	.0%	.0%	18.6%	.0%
800 - 1000 sq ft	n	12	8	1	0	3	0
	%	4.2%	3.5%	7.3%	.0%	24.6%	.0%
1001 - 1200 sq ft	n	13	11	0	0	1	1
	%	4.8%	4.6%	.0%	.0%	12.5%	27.4%
1201 - 1400 sq ft	n	14	12	1	0	0	1
	%	4.9%	5.0%	9.0%	.0%	.0%	16.9%
1401 - 1600 sq ft	n	23	17	1	1	2	1
	%	8.1%	7.3%	4.2%	15.5%	19.6%	10.1%
1601 - 1800 sq ft	n	10	10	0	0	0	0
	%	3.4%	4.2%	.0%	.0%	.0%	.0%
1801 - 2000 sq ft	n	18	18	0	0	0	0
	%	6.3%	7.6%	.0%	.0%	.0%	.0%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Type of house looking for (Structure) (Continued...)

			Overall	Structure				
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Other
	2001 - 2500 sq ft	n	32	30	1	0	0	0
		%	11.3%	12.8%	8.8%	.0%	.0%	.0%
	2501 - 3000 sq ft	n	13	12	1	0	0	1
		%	4.7%	5.0%	6.2%	.0%	.0%	9.9%
	3001 - 3500 sq ft	n	9	9	0	0	0	0
		%	3.0%	3.7%	.0%	.0%	.0%	.0%
	Over 3500 sq ft	n	8	8	0	0	0	0
		%	2.9%	3.5%	.0%	.0%	.0%	.0%
	DK/NR	n	125	95	10	7	3	2
		%	44.5%	41.3%	64.6%	84.5%	24.7%	35.7%
Total	N		280	231	16	9	11	5
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Under 800 sq ft	n	5	3	2	0
		%	2.0%	1.4%	9.8%	.0%
	800 - 1000 sq ft	n	12	9	3	0
		%	4.2%	3.7%	13.0%	.0%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Type of house looking for (Ownership) (Continued...)

			Overall	Ownership type		
				Freehold	Condominium	Other
	1001 - 1200 sq ft	n	13	10	3	0
		%	4.8%	4.0%	13.5%	.0%
	1201 - 1400 sq ft	n	14	13	1	0
		%	4.9%	5.2%	4.2%	.0%
	1401 - 1600 sq ft	n	23	18	3	0
		%	8.1%	7.3%	16.6%	.0%
	1601 - 1800 sq ft	n	10	10	0	0
		%	3.4%	3.9%	.0%	.0%
	1801 - 2000 sq ft	n	18	18	0	0
		%	6.3%	7.0%	.0%	.0%
	2001 - 2500 sq ft	n	32	32	0	0
		%	11.3%	12.7%	.0%	.0%
	2501 - 3000 sq ft	n	13	12	0	0
		%	4.7%	4.8%	.0%	.0%
	3001 - 3500 sq ft	n	9	7	0	0
		%	3.0%	2.9%	.0%	.0%
	Over 3500 sq ft	n	8	8	0	0
		%	2.9%	3.2%	.0%	.0%
	DK/NR	n	125	110	9	2
		%	44.5%	44.0%	42.9%	100.0%
Total	N		280	250	21	2
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Community in which most likely to buy house

		Overall	Community						
			Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford/Hammond's Plains	Sackville/Fall River	Other
Under 800 sq ft	n	5	1	1	0	0	0	1	2
	%	2.0%	2.1%	4.9%	.0%	.0%	.0%	1.3%	4.0%
800 - 1000 sq ft	n	12	7	1	0	0	0	0	4
	%	4.2%	13.7%	6.2%	.0%	.0%	.0%	.0%	7.3%
1001 - 1200 sq ft	n	13	0	4	1	1	3	0	5
	%	4.8%	.0%	17.2%	5.9%	1.8%	8.8%	.0%	9.2%
1201 - 1400 sq ft	n	14	0	0	0	2	3	1	6
	%	4.9%	.0%	.0%	.0%	3.1%	10.1%	3.8%	10.9%
1401 - 1600 sq ft	n	23	4	3	2	1	4	4	4
	%	8.1%	9.2%	15.3%	9.1%	2.7%	13.1%	9.2%	7.7%
1601 - 1800 sq ft	n	10	2	0	0	2	1	1	3
	%	3.4%	3.9%	.0%	.0%	3.9%	2.5%	2.6%	5.4%
1801 - 2000 sq ft	n	18	3	3	0	6	1	4	1
	%	6.3%	6.9%	12.2%	.0%	11.6%	4.3%	10.1%	1.2%
2001 - 2500 sq ft	n	32	3	0	3	5	3	6	6
	%	11.3%	7.1%	2.2%	14.8%	10.1%	9.0%	15.9%	11.3%
2501 - 3000 sq ft	n	13	2	1	2	1	4	0	2
	%	4.7%	3.6%	5.8%	9.9%	2.8%	13.0%	.0%	3.0%
3001 - 3500 sq ft	n	9	3	1	1	1	1	1	1
	%	3.0%	6.1%	6.1%	2.8%	1.3%	1.7%	2.6%	2.8%
Over 3500 sq ft	n	8	3	0	0	1	1	2	1
	%	2.9%	5.4%	.0%	.0%	1.3%	4.7%	5.1%	2.5%
DK/NR	n	125	20	6	12	30	10	19	19
	%	44.5%	41.9%	30.2%	57.4%	61.2%	32.7%	49.3%	34.8%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Community in which most likely to buy house (Continued...)

	Overall	Community						
		Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford/Hammond's Plains	Sackville/Fall River	Other
Total N	280	48	21	21	49	31	39	54
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of neighbourhood preferred

		Overall	Type of neighbourhood preferred		
			New subdivn/development	Established neighbourhood	Other
Under 800 sq ft	n	5	1	5	0
	%	2.0%	.9%	3.2%	.0%
800 - 1000 sq ft	n	12	2	9	1
	%	4.2%	3.6%	5.7%	5.4%
1001 - 1200 sq ft	n	13	2	10	1
	%	4.8%	3.5%	6.3%	5.7%
1201 - 1400 sq ft	n	14	3	10	1
	%	4.9%	4.4%	6.2%	6.3%
1401 - 1600 sq ft	n	23	9	11	1
	%	8.1%	15.5%	7.4%	4.9%
1601 - 1800 sq ft	n	10	4	6	0
	%	3.4%	5.9%	3.9%	.0%
1801 - 2000 sq ft	n	18	6	10	1
	%	6.3%	9.9%	6.7%	3.3%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Type of neighbourhood preferred (Continued...)

			Overall	Type of neighbourhood preferred		
				New subdivn/development	Established neighbourhood	Other
	2001 - 2500 sq ft	n	32	7	14	5
		%	11.3%	12.3%	9.0%	33.2%
	2501 - 3000 sq ft	n	13	3	7	1
		%	4.7%	4.8%	4.6%	6.0%
	3001 - 3500 sq ft	n	9	1	7	0
		%	3.0%	1.9%	4.3%	.0%
	Over 3500 sq ft	n	8	1	5	1
		%	2.9%	1.1%	3.3%	9.2%
	DK/NR	n	125	22	61	4
		%	44.5%	36.2%	39.3%	26.2%
Total	N		280	61	155	15
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Total household income

		Overall	Household income						
			Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
Under 800 sq ft	n	5	1	0	3	1	1	0	0
	%	2.0%	12.5%	.0%	2.9%	2.0%	3.3%	.0%	.0%
800 - 1000 sq ft	n	12	0	9	2	0	0	0	0
	%	4.2%	.0%	13.5%	2.4%	.0%	.0%	.0%	.0%
1001 - 1200 sq ft	n	13	0	4	7	3	0	0	0
	%	4.8%	.0%	5.5%	7.6%	6.0%	.0%	.0%	.0%
1201 - 1400 sq ft	n	14	0	4	5	5	1	0	0
	%	4.9%	.0%	6.2%	5.2%	9.0%	2.1%	.0%	.0%
1401 - 1600 sq ft	n	23	1	4	8	3	4	1	0
	%	8.1%	15.4%	6.0%	8.7%	6.5%	12.2%	4.4%	.0%
1601 - 1800 sq ft	n	10	0	1	1	3	3	0	0
	%	3.4%	.0%	1.3%	1.2%	6.7%	10.7%	.0%	.0%
1801 - 2000 sq ft	n	18	0	2	7	4	2	0	0
	%	6.3%	.0%	3.4%	7.8%	7.8%	6.5%	.0%	.0%
2001 - 2500 sq ft	n	32	1	1	4	5	8	5	3
	%	11.3%	12.4%	2.0%	4.9%	10.5%	26.5%	44.5%	44.7%
2501 - 3000 sq ft	n	13	0	0	3	5	2	1	0
	%	4.7%	.0%	.0%	3.8%	10.0%	7.3%	7.4%	.0%
3001 - 3500 sq ft	n	9	0	1	1	1	2	2	1
	%	3.0%	.0%	2.0%	1.1%	2.1%	6.8%	12.9%	13.4%
Over 3500 sq ft	n	8	0	0	3	1	1	1	3
	%	2.9%	.0%	.0%	3.0%	1.7%	4.2%	5.3%	41.8%
DK/NR	n	125	4	39	46	19	6	3	0
	%	44.5%	59.6%	60.2%	51.4%	37.7%	20.4%	25.5%	.0%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Total household income (Continued...)

		Household income						
	Overall	Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
Total N	280	7	65	90	50	32	12	6
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Own/rent

		Overall	Own or Rent Home	
			Own	Rent
Under 800 sq ft	n	5	2	3
	%	2.0%	2.0%	1.9%
800 - 1000 sq ft	n	12	6	6
	%	4.2%	5.1%	3.7%
1001 - 1200 sq ft	n	13	2	11
	%	4.8%	1.9%	6.9%
1201 - 1400 sq ft	n	14	8	6
	%	4.9%	7.1%	3.4%
1401 - 1600 sq ft	n	23	8	15
	%	8.1%	6.8%	9.0%
1601 - 1800 sq ft	n	10	5	4
	%	3.4%	4.7%	2.5%
1801 - 2000 sq ft	n	18	6	11
	%	6.3%	5.6%	6.7%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Own/rent (Continued...)

			Overall	Own or Rent Home	
				Own	Rent
	2001 - 2500 sq ft	n	32	24	7
		%	11.3%	21.1%	4.4%
	2501 - 3000 sq ft	n	13	7	6
		%	4.7%	6.2%	3.6%
	3001 - 3500 sq ft	n	9	6	3
		%	3.0%	5.1%	1.6%
	Over 3500 sq ft	n	8	4	4
		%	2.9%	3.7%	2.3%
	DK/NR	n	125	36	89
		%	44.5%	30.8%	54.0%
Total	N		280	115	165
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under 800 sq ft	n	5	0	2	2	2	3	2
		%	2.0%	.0%	2.9%	2.4%	1.8%	2.3%	1.6%
	800 - 1000 sq ft	n	12	7	4	0	1	12	0
		%	4.2%	15.0%	5.2%	.0%	1.0%	8.1%	.0%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Household size and Children in household (Continued...)

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
1001 - 1200 sq ft	n	13	1	7	2	3	8	6
	%	4.8%	3.1%	8.6%	2.4%	4.0%	5.1%	4.5%
1201 - 1400 sq ft	n	14	2	4	3	4	6	8
	%	4.9%	4.8%	4.8%	5.2%	5.1%	4.1%	6.0%
1401 - 1600 sq ft	n	23	2	8	5	7	15	8
	%	8.1%	5.4%	9.9%	7.6%	8.3%	10.3%	5.7%
1601 - 1800 sq ft	n	10	0	6	1	2	8	2
	%	3.4%	.0%	8.0%	1.5%	2.5%	5.4%	1.2%
1801 - 2000 sq ft	n	18	4	5	3	4	11	6
	%	6.3%	9.1%	6.0%	5.2%	4.7%	7.1%	4.5%
2001 - 2500 sq ft	n	32	2	4	9	17	13	19
	%	11.3%	4.8%	4.6%	13.0%	19.7%	8.7%	14.3%
2501 - 3000 sq ft	n	13	0	3	4	6	5	8
	%	4.7%	.0%	4.3%	6.1%	6.4%	3.2%	6.3%
3001 - 3500 sq ft	n	9	0	3	1	4	4	4
	%	3.0%	.0%	4.0%	2.2%	4.4%	2.8%	3.4%
Over 3500 sq ft	n	8	0	1	2	5	3	6
	%	2.9%	.0%	1.4%	3.4%	5.4%	1.7%	4.2%
DK/NR	n	125	26	32	34	32	61	64
	%	44.5%	57.9%	40.2%	51.0%	36.8%	41.3%	48.4%
Total N		280	46	80	67	87	147	132
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Respondent age

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
Under 800 sq ft	n	5	2	2	1	0	0	0
	%	2.0%	12.6%	2.2%	1.5%	.0%	.0%	.0%
800 - 1000 sq ft	n	12	1	3	6	1	0	0
	%	4.2%	5.9%	3.2%	6.6%	1.6%	.0%	.0%
1001 - 1200 sq ft	n	13	0	8	2	3	1	0
	%	4.8%	.0%	7.2%	1.9%	6.0%	9.6%	.0%
1201 - 1400 sq ft	n	14	1	5	4	1	2	1
	%	4.9%	7.7%	4.8%	4.1%	2.9%	11.8%	12.4%
1401 - 1600 sq ft	n	23	1	12	3	5	1	1
	%	8.1%	8.7%	11.5%	2.9%	10.8%	5.0%	12.4%
1601 - 1800 sq ft	n	10	0	3	3	1	2	0
	%	3.4%	.0%	2.9%	3.3%	3.2%	14.2%	.0%
1801 - 2000 sq ft	n	18	0	4	8	5	0	0
	%	6.3%	.0%	3.6%	8.8%	11.0%	.0%	.0%
2001 - 2500 sq ft	n	32	1	12	12	6	0	0
	%	11.3%	5.7%	10.8%	13.8%	13.6%	.0%	.0%
2501 - 3000 sq ft	n	13	0	7	4	2	0	0
	%	4.7%	.0%	6.3%	4.7%	4.9%	.0%	.0%
3001 - 3500 sq ft	n	9	0	3	1	2	1	1
	%	3.0%	.0%	3.1%	1.3%	4.7%	7.2%	10.5%
Over 3500 sq ft	n	8	0	0	5	2	0	1
	%	2.9%	.0%	.0%	5.4%	4.2%	.0%	18.0%
DK/NR	n	125	8	48	41	17	8	4
	%	44.5%	59.5%	44.4%	45.7%	37.3%	52.2%	46.7%

[BASE=All home purchase intenders] [Data are weighted] (Continued...)

Size of home looking for by Respondent age (Continued...)

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Total N	280	14	108	89	44	15	8
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (New/Pre-owned)

			New/Pre-owned		
		Overall	Brand new	Pre-owned	Other
Under $ 75,000	n	28	0	25	0
	%	10.1%	.0%	16.0%	.0%
$ 75,000 - 100,000	n	50	10	35	1
	%	17.8%	10.2%	22.7%	10.5%
$100,000 - 125,000	n	83	30	47	1
	%	29.5%	30.4%	30.1%	12.7%
$125,000 - 150,000	n	44	19	18	4
	%	15.6%	19.8%	11.5%	45.8%
$150,000 - 175,000	n	30	19	6	2
	%	10.6%	19.7%	4.2%	19.2%
$175,000 - 200,000	n	11	5	5	0
	%	4.0%	5.5%	3.4%	.0%
$200,000 - 250,000	n	18	9	8	1
	%	6.6%	9.1%	5.4%	6.5%
Over $250,000	n	14	5	8	1
	%	5.0%	5.2%	5.5%	5.3%
DK/NR	n	2	0	2	0
	%	.7%	.0%	1.3%	.0%
Total N		280	97	155	9
	%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Structure)

			Overall	Structure				
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Other
	Under $ 75,000	n	28	13	2	1	9	0
		%	10.1%	5.7%	10.2%	17.4%	80.4%	.0%
	$ 75,000 - 100,000	n	50	37	5	4	0	2
		%	17.8%	16.2%	30.5%	49.4%	.0%	46.4%
	$100,000 - 125,000	n	83	67	6	2	2	2
		%	29.5%	29.2%	39.1%	17.7%	19.6%	43.7%
	$125,000 - 150,000	n	44	42	1	0	0	1
		%	15.6%	18.1%	5.6%	.0%	.0%	9.9%
	$150,000 - 175,000	n	30	28	1	0	0	0
		%	10.6%	12.3%	8.5%	.0%	.0%	.0%
	$175,000 - 200,000	n	11	11	0	0	0	0
		%	4.0%	4.9%	.0%	.0%	.0%	.0%
	$200,000 - 250,000	n	18	15	1	1	0	0
		%	6.6%	6.7%	6.2%	15.5%	.0%	.0%
	Over $250,000	n	14	14	0	0	0	0
		%	5.0%	6.1%	.0%	.0%	.0%	.0%
	DK/NR	n	2	2	0	0	0	0
		%	.7%	.9%	.0%	.0%	.0%	.0%
Total	N		280	231	16	9	11	5
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Under $ 75,000	n	28	16	11	0
		%	10.1%	6.3%	53.4%	.0%
	$ 75,000 - 100,000	n	50	42	5	1
		%	17.8%	17.0%	25.8%	36.9%
	$100,000 - 125,000	n	83	75	3	1
		%	29.5%	29.9%	14.6%	63.1%
	$125,000 - 150,000	n	44	44	0	0
		%	15.6%	17.6%	.0%	.0%
	$150,000 - 175,000	n	30	30	0	0
		%	10.6%	11.9%	.0%	.0%
	$175,000 - 200,000	n	11	11	0	0
		%	4.0%	4.5%	.0%	.0%
	$200,000 - 250,000	n	18	16	1	0
		%	6.6%	6.4%	6.3%	.0%
	Over $250,000	n	14	14	0	0
		%	5.0%	5.6%	.0%	.0%
	DK/NR	n	2	2	0	0
		%	.7%	.8%	.0%	.0%
Total	N		280	250	21	2
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	Under $ 75,000	n	28	3	6	1	1	2	0	0	0	0	0	0
		%	10.1%	52.4%	48.2%	10.3%	7.0%	10.6%	.0%	.0%	.0%	.0%	.0%	.0%
	$ 75,000 - 100,000	n	50	2	2	5	4	2	2	3	2	2	0	0
		%	17.8%	38.0%	14.7%	36.9%	26.3%	10.8%	19.7%	14.5%	5.0%	12.9%	.0%	.0%
	$100,000 - 125,000	n	83	1	2	0	3	11	2	5	6	0	2	1
		%	29.5%	9.6%	18.8%	.0%	21.0%	46.4%	25.5%	27.8%	17.6%	.0%	27.0%	8.4%
	$125,000 - 150,000	n	44	0	0	4	3	1	4	5	10	3	0	1
		%	15.6%	.0%	.0%	28.3%	21.4%	6.2%	37.8%	29.5%	31.8%	23.9%	.0%	10.6%
	$150,000 - 175,000	n	30	0	0	2	3	2	0	3	5	3	1	1
		%	10.6%	.0%	.0%	16.0%	18.9%	7.4%	.0%	15.9%	15.4%	21.2%	10.3%	8.2%
	$175,000 - 200,000	n	11	0	0	0	0	0	2	0	3	2	1	1
		%	4.0%	.0%	.0%	.0%	.0%	.0%	17.0%	.0%	10.5%	14.5%	12.0%	17.5%
	$200,000 - 250,000	n	18	0	0	0	0	2	0	2	5	4	3	2
		%	6.6%	.0%	.0%	.0%	.0%	8.1%	.0%	9.5%	15.0%	27.5%	33.9%	23.1%
	Over $250,000	n	14	0	2	1	1	1	0	1	1	0	1	3
		%	5.0%	.0%	18.3%	8.5%	5.4%	5.9%	.0%	2.9%	4.6%	.0%	16.8%	32.1%
	DK/NR	n	2	0	0	0	0	1	0	0	0	0	0	0
		%	.7%	.0%	.0%	.0%	.0%	4.5%	.0%	.0%	.0%	.0%	.0%	.0%
Total	N		280	5	12	13	14	23	10	18	32	13	9	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Community in which most likely to buy house

		Overall	Community						
			Halifax Peninsula	Halifax Mainland N	Halifax Mainland S	Dartmouth	Bedford/Hammond's Plains	Sackville/Fall River	Other
Under $ 75,000	n	28	8	2	3	6	1	2	5
	%	10.1%	17.0%	11.2%	12.4%	11.5%	4.5%	4.4%	9.7%
$ 75,000 - 100,000	n	50	6	2	3	8	6	9	13
	%	17.8%	12.4%	11.7%	16.0%	16.6%	18.5%	23.3%	24.8%
$100,000 - 125,000	n	83	11	7	7	16	8	15	16
	%	29.5%	22.3%	33.6%	33.3%	32.1%	25.4%	37.2%	29.0%
$125,000 - 150,000	n	44	7	1	1	13	4	5	8
	%	15.6%	14.4%	5.7%	3.5%	25.7%	12.0%	12.5%	13.8%
$150,000 - 175,000	n	30	1	4	3	3	6	2	8
	%	10.6%	1.7%	16.9%	15.7%	5.7%	19.2%	6.0%	14.6%
$175,000 - 200,000	n	11	3	0	1	2	1	2	3
	%	4.0%	6.3%	.0%	4.8%	3.4%	1.7%	5.3%	5.5%
$200,000 - 250,000	n	18	6	2	2	1	3	2	1
	%	6.6%	13.2%	9.0%	8.9%	2.7%	11.0%	6.1%	1.1%
Over $250,000	n	14	6	2	1	1	2	0	1
	%	5.0%	12.7%	11.9%	5.2%	2.3%	7.8%	.0%	1.4%
DK/NR	n	2	0	0	0	0	0	2	0
	%	.7%	.0%	.0%	.0%	.0%	.0%	5.3%	.0%
Total N		280	48	21	21	49	31	39	54
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of neighbourhood preferred

		Overall	Type of neighbourhood preferred		
			New subdivn/development	Established neighbourhood	Other
Under $ 75,000	n	28	2	20	1
	%	10.1%	3.9%	12.7%	6.3%
$ 75,000 - 100,000	n	50	4	33	0
	%	17.8%	6.7%	21.4%	.0%
$100,000 - 125,000	n	83	20	45	5
	%	29.5%	32.4%	28.8%	29.8%
$125,000 - 150,000	n	44	9	20	4
	%	15.6%	15.0%	13.0%	24.7%
$150,000 - 175,000	n	30	11	14	3
	%	10.6%	18.2%	9.1%	21.8%
$175,000 - 200,000	n	11	5	5	1
	%	4.0%	8.5%	3.0%	9.2%
$200,000 - 250,000	n	18	5	9	1
	%	6.6%	7.7%	6.0%	5.0%
Over $250,000	n	14	4	9	1
	%	5.0%	5.8%	6.1%	3.3%
DK/NR	n	2	1	0	0
	%	.7%	1.7%	.0%	.0%
Total N		280	61	155	15
%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Total household income

			Household income						
		Overall	Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
Under $ 75,000	n	28	5	14	5	1	1	0	0
	%	10.1%	72.2%	21.8%	5.8%	2.0%	4.7%	.0%	.0%
$ 75,000 - 100,000	n	50	0	16	27	5	1	0	0
	%	17.8%	.0%	24.4%	30.0%	10.0%	3.5%	.0%	.0%
$100,000 - 125,000	n	83	0	21	39	6	8	4	0
	%	29.5%	.0%	32.0%	43.8%	11.8%	26.0%	32.0%	.0%
$125,000 - 150,000	n	44	0	2	10	19	7	0	0
	%	15.6%	.0%	3.7%	10.9%	37.3%	23.7%	.0%	.0%
$150,000 - 175,000	n	30	0	5	3	12	6	1	0
	%	10.6%	.0%	7.4%	3.7%	22.9%	19.9%	11.8%	7.3%
$175,000 - 200,000	n	11	1	1	1	1	4	2	1
	%	4.0%	12.4%	.8%	1.6%	2.6%	14.1%	15.5%	14.4%
$200,000 - 250,000	n	18	0	0	4	5	3	4	1
	%	6.6%	.0%	.0%	4.3%	9.3%	8.1%	36.5%	23.0%
Over $250,000	n	14	0	5	0	2	0	1	3
	%	5.0%	.0%	8.4%	.0%	4.2%	.0%	4.2%	55.3%
DK/NR	n	2	1	1	0	0	0	0	0
	%	.7%	15.4%	1.6%	.0%	.0%	.0%	.0%	.0%
Total N_____		280	7	65	90	50	32	12	6
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under $ 75,000	n	28	7	21
		%	10.1%	6.3%	12.8%
	$ 75,000 - 100,000	n	50	11	39
		%	17.8%	9.5%	23.7%
	$100,000 - 125,000	n	83	28	55
		%	29.5%	24.2%	33.2%
	$125,000 - 150,000	n	44	26	18
		%	15.6%	22.8%	10.6%
	$150,000 - 175,000	n	30	15	15
		%	10.6%	13.1%	8.8%
	$175,000 - 200,000	n	11	8	3
		%	4.0%	6.7%	2.1%
	$200,000 - 250,000	n	18	14	5
		%	6.6%	12.0%	2.8%
	Over $250,000	n	14	6	8
		%	5.0%	5.4%	4.7%
	DK/NR	n	2	0	2
		%	.7%	.0%	1.2%
Total	N_____		280	115	165
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Household size and Children in household

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
Under $ 75,000	n	28	12	9	4	3	19	9
	%	10.1%	26.9%	10.9%	6.2%	3.6%	13.1%	6.9%
$ 75,000 - 100,000	n	50	9	14	13	13	27	23
	%	17.8%	19.7%	18.0%	19.6%	15.6%	18.4%	17.4%
$100,000 - 125,000	n	83	11	27	19	26	45	37
	%	29.5%	23.5%	33.5%	27.9%	29.4%	30.5%	27.9%
$125,000 - 150,000	n	44	6	7	10	20	16	28
	%	15.6%	14.2%	8.6%	14.9%	23.6%	10.9%	21.0%
$150,000 - 175,000	n	30	4	14	6	6	19	11
	%	10.6%	8.1%	17.4%	9.7%	6.4%	12.7%	8.3%
$175,000 - 200,000	n	11	0	2	4	5	7	4
	%	4.0%	.0%	2.5%	6.1%	6.0%	4.8%	3.2%
$200,000 - 250,000	n	18	1	3	7	8	7	11
	%	6.6%	2.9%	3.5%	9.9%	8.9%	4.8%	8.6%
Over $250,000	n	14	2	5	3	4	7	7
	%	5.0%	4.8%	5.7%	4.2%	5.2%	4.8%	5.2%
DK/NR	n	2	0	0	1	1	0	2
	%	.7%	.0%	.0%	1.6%	1.2%	.0%	1.6%
Total N		280	46	80	67	87	147	132
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Respondent age

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
Under $ 75,000	n	28	3	9	10	0	5	2
	%	10.1%	21.7%	7.9%	10.7%	.0%	34.1%	28.0%
$ 75,000 - 100,000	n	50	6	23	9	6	3	1
	%	17.8%	40.3%	21.5%	10.5%	14.5%	20.7%	15.6%
$100,000 - 125,000	n	83	3	36	27	13	3	0
	%	29.5%	21.6%	33.4%	30.3%	29.0%	20.6%	.0%
$125,000 - 150,000	n	44	0	19	16	7	2	0
	%	15.6%	.0%	17.2%	18.4%	16.5%	10.9%	.0%
$150,000 - 175,000	n	30	2	8	12	4	1	2
	%	10.6%	16.4%	7.2%	13.6%	9.9%	6.4%	27.8%
$175,000 - 200,000	n	11	0	3	4	3	0	1
	%	4.0%	.0%	2.7%	4.2%	7.1%	.0%	18.0%
$200,000 - 250,000	n	18	0	5	6	7	1	0
	%	6.6%	.0%	4.7%	6.3%	15.4%	7.2%	.0%
Over $250,000	n	14	0	5	4	3	0	1
	%	5.0%	.0%	4.3%	4.7%	7.7%	.0%	10.5%
DK/NR	n	2	0	1	1	0	0	0
	%	.7%	.0%	.9%	1.2%	.0%	.0%	.0%
Total N		280	14	108	89	44	15	8
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]